



Special invitation: Lowes Foods invites Asheboro-area residents to join ribbon cutting on May 11 at 5:30 p.m. and the inaugural chicken dance at the Chicken Kitchen at 6 p.m.

### **Lowes Foods to Reopen Asheboro Dixie Drive Location featuring Store “Originals”**

ASHEBORO, N.C. (MAY 10, 2016) – Lowes Foods, a Carolinas-based grocer, will celebrate the grand reopening of its Asheboro store, located at 737 West Dixie Drive, on May 11. The store will include special store areas called Lowes Foods Originals, which include: Chicken Kitchen, Pick & Prep, The Beer Den, The Cakery, Sunmill Wines and the Community Table.

“We are thrilled to share our newly renovated Dixie Drive store with the entire Asheboro community. The store represents the latest innovations in our journey to completely reimagine the grocery shopping experience,” Lowes Foods president Tim Lowe said. “Like all of our stores, this store is very focused on supporting all things local while providing exceptional attention to our guests. Our commitment includes offering produce sourced through our partnership with more than 200 local farmers, and featuring a wide assortment of unique local products found throughout the store.”

In addition to these new offerings, the store features a wide assortment of organics, Certified Angus beef, fresh pizza and Paninis, and a clip-your-own herb garden. The store also offers the newly updated Lowes Foods-To-Go online personal shopping service.

The Chicken Kitchen includes a variety of prepared chicken, including wings, fried and fresh-roasted chicken. “When hot chicken comes out of the rotisserie oven at Lowes Foods, our animated chicken chandelier signals the start of our special chicken celebration,” Lowe said. “Our Chicken Kitchen hosts will perform our own version of the Chicken Dance and invite guests to join in. It’s a lot of fun.”

“Our Pick & Prep area is like having your own personal sous chef. It’s one of my personal favorites,” Lowe added. “Our guests select their fruits or vegetables from our produce department. Next, our Pick & Prep hosts use their advanced knife skills to chop, slice or julienne them—however they are needed for recipes or snacks. Cooks can even customize their mix of Pick & Prep items for a recipe or pick up a prepared selection.”

The Beer Den features a craft beer collection, including numerous North Carolina-brewed beers. Guests can purchase 64-ounce growlers and then have them filled with craft beers direct from the tap. The Beer Den also offers hundreds of bottled craft beers, including the ability for beer lovers to create their own favorite six packs.

The Cakery features frosting made with real butter and real cream and opportunities to join in The Cakery Walk. A whimsical bakery where being square is incredibly cool, The Cakery is focused on all things cakes. The Cakery features “Scrumptiouslyumptiously” delicious square cakes in all sizes that are assembled before your eyes, topped with icing made fresh in-store with real cream and real butter icing also made fresh in-store.

A focal point of the Asheboro Dixie Drive store is the Lowes Foods Community Table, where shoppers can gather to sample, enjoy and learn how to prepare local foods. The Community Table, which is constructed of reclaimed wood, also will offer events such as recipe sampling, crafts for children, gluten free eating tips and

couponing classes.

### **About Lowes Foods**

Founded in 1954, Lowes Foods employs approximately 9,000 people and operates 94 full-service supermarkets in North Carolina, South Carolina and Virginia. Locally owned and operated, Lowes Foods is truly a homegrown company committed to bringing community back to the table, by providing customers with the freshest and most innovative local products from local suppliers. The company maintains a strong focus on exceptional attention to our guests, with services like Lowes Foods-To-Go personal shopping and gas rewards discounts. To learn more, visit [lowesfoods.com](http://lowesfoods.com) or follow Lowes Foods on Facebook or Twitter. Lowes Foods, LLC is a wholly owned subsidiary of Alex Lee, Inc.

### **About Alex Lee, Inc.**

Founded in 1931, Alex Lee is a family-owned and operated company that employs approximately 10,000 people. It serves as the parent company of Merchants Distributors, LLC, which provides full-service, wholesale distribution to supermarkets. In addition, Alex Lee is the parent company of Lowes Foods, which includes 94 full-service grocery stores in North Carolina, South Carolina and Virginia, as well as Just Save food stores in North Carolina. Alex Lee, Inc. is based in Hickory, NC.

For more information, please visit [alexlee.com](http://alexlee.com)

**About Lowes Foods, LLC.**

Lowes Foods, LLC is a wholly owned subsidiary of Alex Lee, Inc. Founded in 1954, Lowes Food Stores, LLC employs nearly 9,000 people and operates over 100 stores in North Carolina, South Carolina and Virginia. The company is committed to offering fabulous fresh foods and delivering personal attention to each of its customers. Locally owned and operated Lowes Food, LLC is committed to buying local products and supporting local suppliers. They offer programs such as Lowes Foods To Go, a personal shopping service as well an online meal planner that focuses on saving people time and money. Information about these programs and other services offered by the company may be found at [www.lowesfoods.com](http://www.lowesfoods.com) or by following Lowes Foods on [Facebook](#) or [Twitter](#).

**About Alex Lee, Inc.**

Founded in 1931 by Alex and Lee George, Alex Lee is a family-owned and operated company that employs approximately 10,000 people. It serves as the parent company of Merchants Distributors, LLC, which provides full-service, wholesale distribution to supermarkets across the Southeastern United States. In addition, Alex Lee is the parent company of Lowes Foods, LLC, which includes full-service grocery stores in North Carolina, South Carolina and Virginia, including Just\$ave food stores in North Carolina. Alex Lee, Inc. is based in Hickory, NC. To learn more, visit [www.alexlee.com](http://www.alexlee.com).