



Special invitation: Lowes Foods invites Mooresville-area residents to join ribbon cutting on March 31 at 5:30 p.m., the inaugural chicken dance at the Chicken Kitchen at 6 p.m., the sizzling first sausage at SausageWorks at 6:15 and the first cake walk at The Cakery at 6:45. Let the fun – and all things local – begin.

Lowes Foods Mooresville Location Introduces Three Completely New Store “Originals” – Bread Crumb, Smokehouse and Sunmill Wines

MOORESVILLE, N.C. (MARCH 30, 2016) – Lowes Foods, a Carolinas-based grocer, will celebrate the grand reopening of its Mooresville store, located at 125 Center Square Drive, on March 31. The store will include special store areas called the Lowes Foods Originals, which include: Chicken Kitchen, Sausage Works, Pick & Prep, The Beer Den, The Cakery, Boxcar Coffee & Chocolates, and the Community Table. Additionally, this location will be the first to simultaneously introduce three new Originals: Bread Crumb, Smokehouse, and Sunmill Wines.

“We are thrilled to share our new Mooresville store with the community, as it represents the latest addition 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.”

Bread Crumb brings the bakery experience to life by featuring fresh-baked artisanal breads that are hand-crafted, all natural and have no preservatives. Lowes Foods’ signature Cobblestone breads are baked using fresh ingredients throughout the day, and the Mooresville store’s Hot Fresh Bread program promises fresh-from-the-oven loaves from 4:30pm-7:30pm every day – perfect to pick up for dinner.

Smokehouse will offer daily rotations of wood-smoked meats – including beef, pork, chicken and salmon – using a variety of woods to infuse flavor. “We’re particularly proud to introduce the Smokehouse Original in Mooresville,” Lowe said. “Our local Pit Master is a well-known retired local policeman. I hope guests will come out soon and interact with our Pit Master as he smokes fresh meats daily.”

“We’re also incredibly excited about our Sunmill Wines wine bar,” he added. “The bar will feature a menu of wine and cheese pairings, a wine steward, complimentary wine bottle gift wrapping and the launch of our Sunmill Club – a monthly wine subscription service sure to inspire taste buds and discover new favorites. All wines will be hand curated by our own Certified Specialist of Wine who will bring to the table tantalizing varietals from such wineries as third-generation, family-owned vineyards to undiscovered gems.”

In addition to these new offerings, the store features a wide assortment of organics, Certified Angus beef and Dry Aged 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.”

If Willy Wonka had made sausage instead of chocolate, his famous factory would have been SausageWorks at Lowes Foods. SausageWorks features locally made pork, beef and poultry sausages in an unbelievable number of flavors, from the familiar crowd-pleasers to the “are they insane?” combinations.

“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 Mooresville 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](https://www.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](https://www.alexlee.com).
