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Lowe's Foods Introduces "From Our Tailgate to Yours" at Wake Forest Football

WINSTON-SALEM, N.C. (SEPTEMBER 15, 2016) – Lowe's Foods, based in Winston-Salem, has created a unique new program for Wake Forest Football fans called "From Our Tailgate to Yours." The new program is part of the existing Lowe's Foods to Go online shopping program and allows fans to go Lowe'sFoods.com/Deacons and place game day orders for tailgate food, beverages and other items and have orders delivered directly to their tailgates by one of Lowe's Foods' vintage trucks.

"Our partnership with Wake Forest Athletics as sponsor of Deacon Tailgate Town has been great for us, the football program and fans alike. Now, we're taking it to another level with the ability to deliver tailgate orders directly to fans in the BB&T Field parking lot," Lowe's Foods president Tim Lowe said. "Orders need to be placed online by 8 p.m. the night prior to game day, and there is no additional cost to customers. Customers pay the same prices they would pay at a Lowe's Foods store with no delivery fee."

"The new 'From Our Tailgate to Yours' program works very similarly to our Lowe's Foods to Go ordering process, which allows customers to place grocery orders online, drive up to a Lowe's Foods store and pick up their orders with ease," Lowe added. "Lowe's Foods to Go has grown to become a very popular program, especially for parents who are on the run and vacationers around our coastal stores."

Lowe's Foods also will stock a supply of basic tailgate needs at its Deacon Tailgate Town location. The Lowe's Foods area will be set up near Bridger Field House three hours prior to kick-off at every Wake Forest home football game this season.

"If someone forgets something like plates, cups, propane or wine openers, we'll have a good selection of tailgating items available for purchase using cash or credit cards from our convenient location in Deacon Tailgate Town," he said. "We've worked in conjunction with Wake Forest Athletics to make the game day experience better than ever for fans and feel comfortable saying that no other football program in America offers free grocery deliveries to fans that are enjoying pre-game tailgating. All that's left to say is, 'Go Deacs!'"

"Since opening Deacon Tower nearly a decade ago, we at Wake Forest Athletics have been on a mission to make ours one of the best game day experiences in America," Wake Forest Athletics senior associate athletic director Bill Oakes said. "Having Lowe's Foods set up a mini store within Deacon Tailgate Town and making deliveries in a vintage truck is just an incredible program for our fans that no other football program offers. I can't wait to see the smiling faces of fans getting their pictures taken with the vintage truck."

About Lowes Foods

Founded in 1954, Lowes Foods employs approximately 9,000 people and operates nearly 100 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 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 nearly 100 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.

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