



Media contact: Steve Bumgarner, 336-722-9660/336-403-0955 steve@capturevalue.com

Lowes Foods' Sunmill Direct Features Wines from Southern France

Quarterly Featured Wines are Available Exclusively at Lowes Foods

WINSTON-SALEM, N.C. (MARCH 3, 2020)—If you are looking for a unique wine you would not typically find in a grocery store, Lowes Foods has something new that you'll really love. Lowes Foods has dedicated areas of its stores called Sunmill that feature a wide range of wine selections year-round, but a new program called Sunmill Direct offers exclusive wine selections each quarter at an unbeatable value.

"Throughout the year, we are visiting vineyards around the world and bringing our favorite labels back to the Carolinas," said Charles Slezak, Lowes Foods Director of Beverages. "Since we are working directly with the vineyards, we are able to have good deals on wines most people would not be able to buy. They are in limited quantities, so they are here while supplies last"

Until the end of March 2020, Sunmill Direct is showcasing four labels from the Languedoc-Roussillon region in southern France:

- COCHON VOLANT RED 2018—a deep red wine has glints of violet on the edges of the glass and offers fruity aromas with a hint of cherry. Notes of crushed raspberry and Burlat cherry provide a complex taste while the tannins give this balanced wine a great structure. Cochon Volant Red 2018 pairs especially well with duck breast, roast pork, roast beef, and lamb chops.
- RED LIRAC DOMAINE DES CARABINIERS—a deep red wine is heady, powerful, and hearty, with garrigue and smoky notes and an aroma of strawberry and spices. Red Lirac Domaine Des Carabiniers pairs well with cooked meat, charcuterie and cheeses such as comet, brie, and Roquefort.
- TAVEL ROSÉ DOMAINE DES CARABINERS—a deep pink wine possesses a soft, fruity aroma and a lingering taste with a well-balanced roundness and acidity for a rosé that's great year-round. Tavel Rosé Domaine des Carabiners pairs particularly well with everything from fish, to spicy dishes, to dessert.
- CAIZERGUES LES MAGNARELLES—a ruby red wine contains notes of cherries and red plums. Its complex flavor of spice and minerals is underpinned by an exciting freshness. Caizergues les Magnarelles pairs well with most grilled meats and pasta dishes.

For more information, please visit lowesfoods.com/en/Sunmill-Wines.

About Lowes Foods, LLC

Founded in 1954, Lowes Foods employs nearly 9,000 people and operates 74 full-service supermarkets in the Carolinas. 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. For more information, please visit lowesfoods.com.

About Alex Lee, Inc.

Founded in 1931, Alex Lee is a family-owned and operated company that employs nearly 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 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.