



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

Lowes Foods Reopens Renovated Hickory Store *Updates Completed at all Hickory Stores*

HICKORY, N.C. (NOVEMBER 14, 2020) – Lowes Foods, a Carolinas-based grocer, has renovated its store located at 9441 NC Highway 127 in Hickory’s Bethlehem area. The completion of updates to the Bethlehem store means that all Hickory-area Lowes Foods have been renovated. There are four Lowes Foods stores in the Hickory area: Viewmont, Belle Hollow, Mountain View, and the newly renovated Bethlehem store.

“The Bethlehem store includes a Lowes Foods-To-Go area to meet the growing demands of shoppers who order online and simply pull up to the store to get their groceries,” Lowes Foods President Tim Lowe said. “Lowes-Foods-To-Go has been extremely popular with consumers in recent months, and we’re pleased to offer it at the renovated Bethlehem store.”

“Since we began introducing The Beer Den in our stores several years ago, the concept has been embraced by shoppers as one of their favorite parts of the Lowes Foods experience,” Lowe added. “We believe store guests in the Bethlehem area will quickly fall in love with The Beer Den experience along with the store’s new Chicken Kitchen and Pick & Prep areas.”

Lowes Foods Originals featured in Hickory’s Bethlehem store include:

- **The Chicken Kitchen** includes a variety of prepared chicken that is fresh and never frozen, locally sourced, and is raised with “no antibiotics ever.” When hot chicken comes out of the rotisserie oven, the animated chicken chandelier signals the start of Lowes Foods’ special chicken celebration, including a unique version of the Chicken Dance.
- **Pick & Prep** offers shoppers help by cutting prep time in the kitchen so they can enjoy a little more quality time at the table. Pick & Prep chefs cut, slice, dice, mince, and cube your fruits and vegetables the way you prefer, while you shop. Pick & Prep also offers an array of packaged, grab-&-go fruits and veggies that are cut fresh throughout the day.
- **The Beer Den** offers the finest selection of crafts and drafts that is fantastically varied, local and refreshing. There are seasonal offerings of unique beers, special events, tap takeovers, and growler fills on-site. In addition, guests can “sip and shop” with a pint of beer or a cup of wine.

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

###