



Dear valued guests,

We have some exciting news to share! On October 6th our brand new Lowes Foods To Go website and Lowes Foods App will go live.

The Lowes Foods family has been eagerly awaiting this launch and we can't wait to introduce you, our valued guests, to the countless new capabilities it will bring. In addition to all the new bells and whistles, beloved features like the recipe hub, digital coupon savings, as well as in-store and online price consistency remain. Put simply, our new Lowes Foods To Go website and Lowes Foods App will feature several improvements from previous versions, to simplify and enhance your visit, whether virtual or in-store. In bringing you the new and improved Lowes Foods To Go website and Lowes Foods App, we aim to lend you a hand, and make feeding your family simpler than ever.

Visit the new website at Shop.LowesFoods.com. Lowes Foods App users must download the new app from the Apple Store or Google Play. When logging in to the new site or Lowes Foods App you will set up a brand new password to keep your account secure. Rest assured, though things may look a little different on our Lowes Foods app and at Shop.LowesFoods.com, we are here to lend a hand as you get acclimated to the new setup! Should you have any questions or concerns, please contact our Guest Care team by phone at 1-888-537-8646 or by email at WeCare@LowesFoods.com for assistance. Our team is available every day from 8 am until 5 pm to help.

Read on for a sneak peek at some of these exciting new capabilities and features, as well as before and after images to help guide you through this transition.

As always, whether you're stopping into your local Lowes Foods, or shopping with us via Lowes Foods To Go, thanks for visiting!

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Lowe".

Tim Lowe
President
Lowes Foods



The New Lowes Foods To Go & App!

All your favorite features, plus more...

Your Favorite Features are Here to Stay!



WEEKLY AD SHOPPING
DIGITAL COUPONS



EXPERIENCED SHOPPERS
YOU CAN TRUST



RECIPE SHOPPING
TRY SOMETHING NEW



PRICE CONSISTENCY
IN-STORE & ONLINE

The New website and Lowes Foods App Features Include...



REDUCED
SUBSCRIPTION PRICE



BARCODE
SCANNING



IN-STORE PRODUCT
LOCATION



ORDER STATUS
TRACKING



NEW & IMPROVED
MENU



UPDATED
PRODUCT VIEW



See the next page for FAQs



FAQs



1

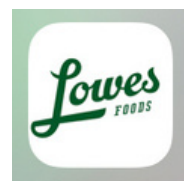
How do I access the new Lowes Foods To Go website?

We're happy to share that our Lowes Foods To Go URL will remain the same. Guests can continue to visit us at shop.lowesfoods.com. Visit our site on most major browsers - we suggest Safari, Chrome, or Firefox.

2

How can I download the new Lowes Foods app?

Beginning on 10/6/22, the new Lowes Foods app will be available for download! iPhone users can download it by searching "Lowes Foods" in the app store and selecting the app with a white background and green Lowes Foods logo. Android users can do the same using Google Play.



3

Will my Lowes Foods login information change?

While your Login email will remain the same, you will be prompted to create a new password upon downloading the new Lowes Foods app or visiting the new website. This will help ensure all of your information remains secure.

4

Can I still use the old Lowes Foods app if I prefer?

You must download the new Lowes Foods app for all Lowes Foods To Go needs as the old app will no longer be available beginning 10/6/22. We are excited for all of our guests to benefit from the new app's simplified layout and upgraded features.

5

Will my purchase history carry over to the new Lowes Foods To Go website and Lowes Foods app?

In-store purchase history will carry over into the new Lowes Foods app and Lowes Foods To Go website. Online and order history are located under the "Profile" icon in the top right corner, then under "My orders". Can't find your favorite items? Try the barcode scanner feature on the new Lowes Foods App. For full details on where to find your previous orders, see page 9.

6

What if I no longer have access to my email account?

For your safety, Lowes Foods will require that you verify your email address. If you no longer have access to the email you used on the previous website or app, You can retrieve your account by entering your Fresh Rewards number or starting fresh with a new sign-up.

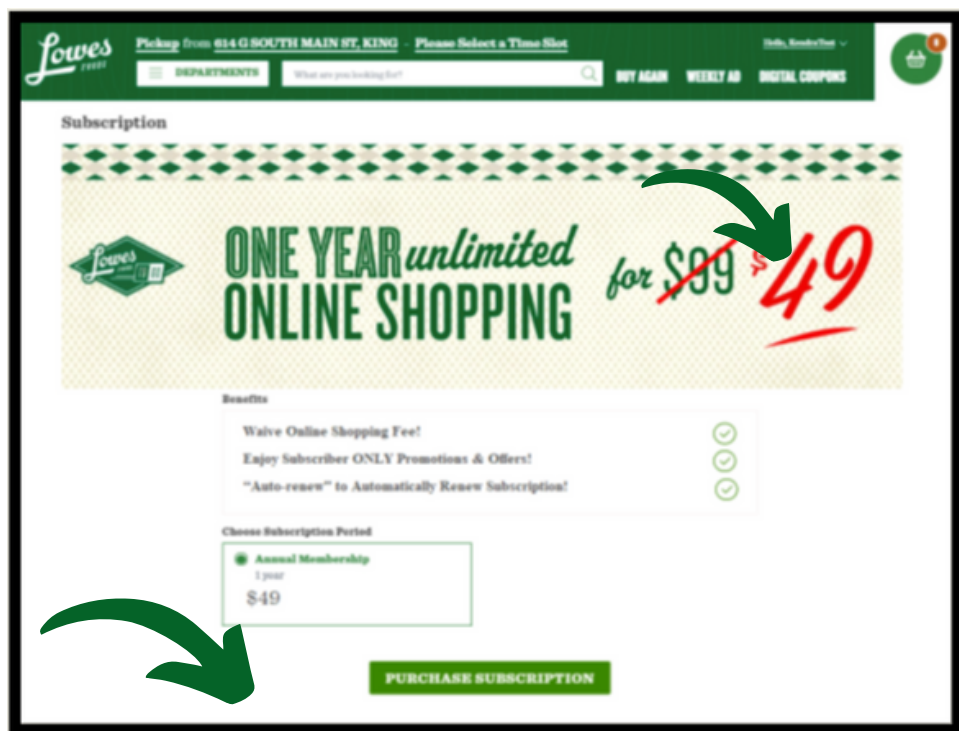
Updated Subscription Price & Barcode Scanning



New Subscription Price

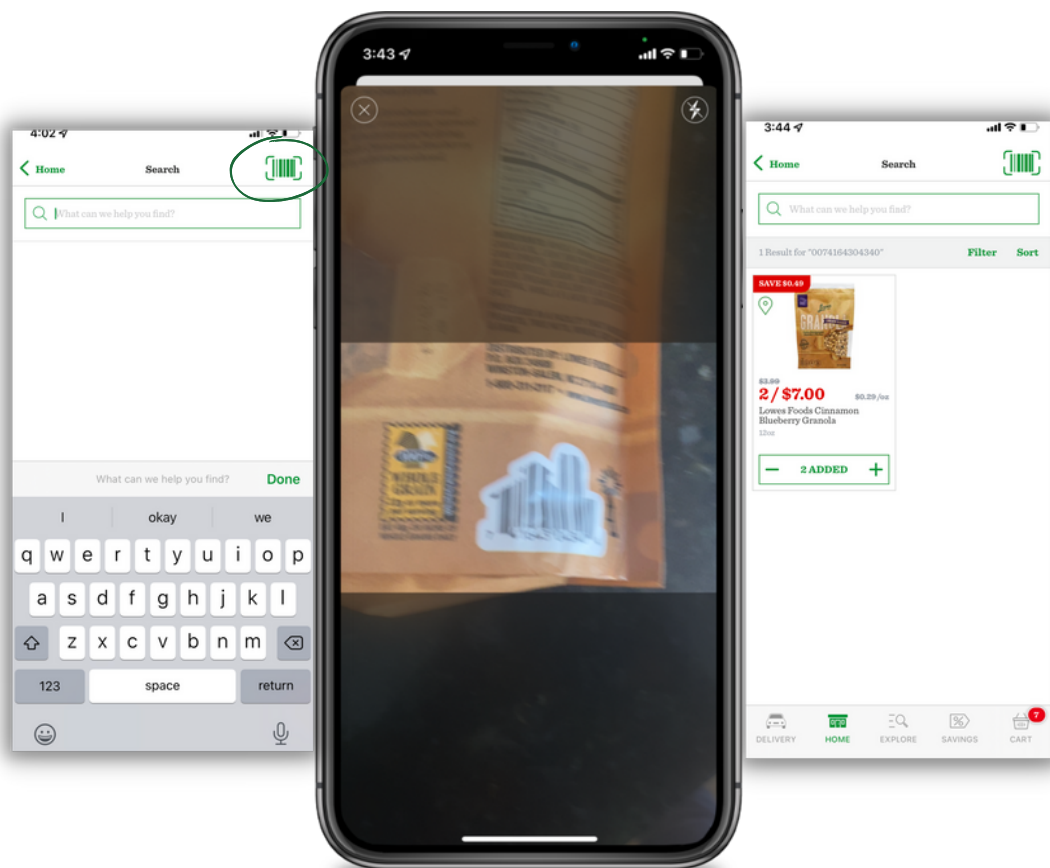
Your current monthly or annual subscription will carry over to the new website and you'll have the option to re-enroll for the annual price of \$49!

This is \$50 less than our previous price of \$99.



Barcode Scanning

A new barcode scanner within the Lowes Foods app allows you to scan any item to get details, nutrition, photos, store location, and an option to add it to your order.

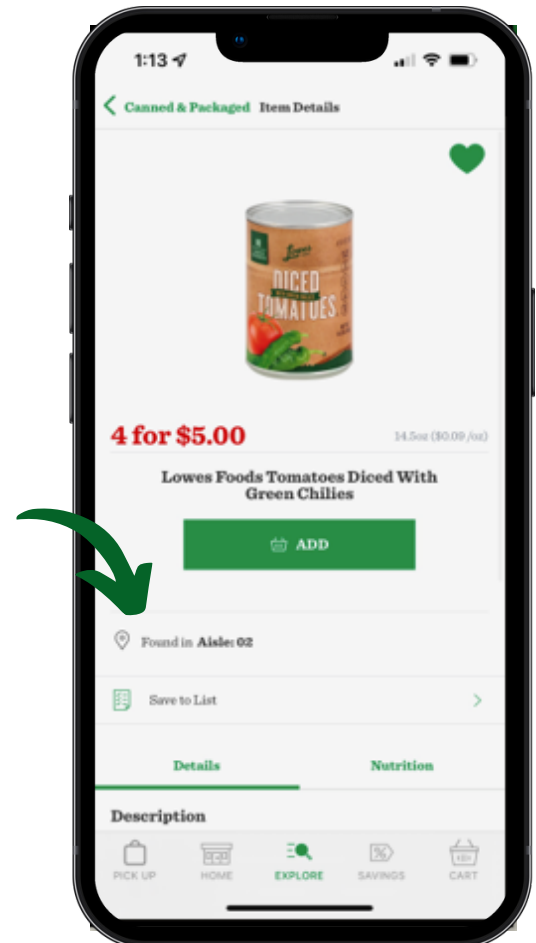
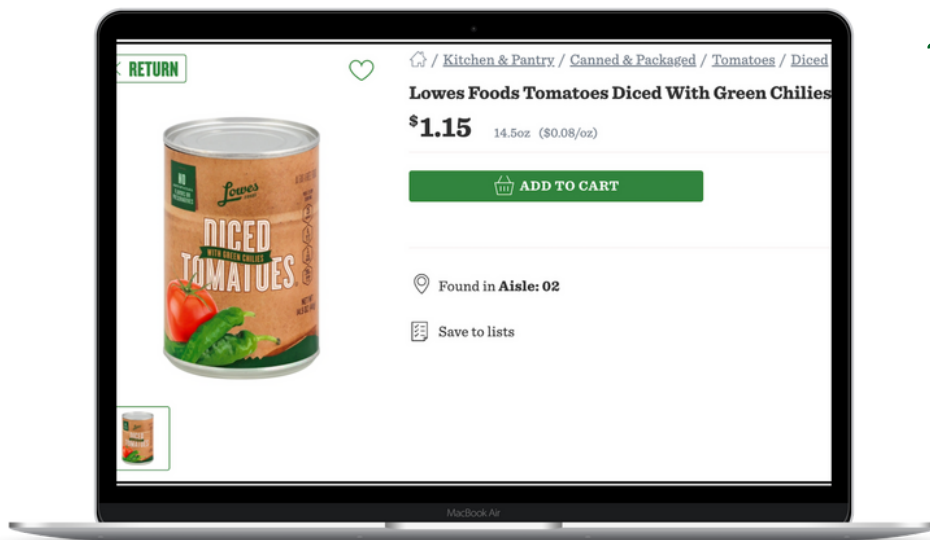


Item Aisle Location & Order Status Tracking



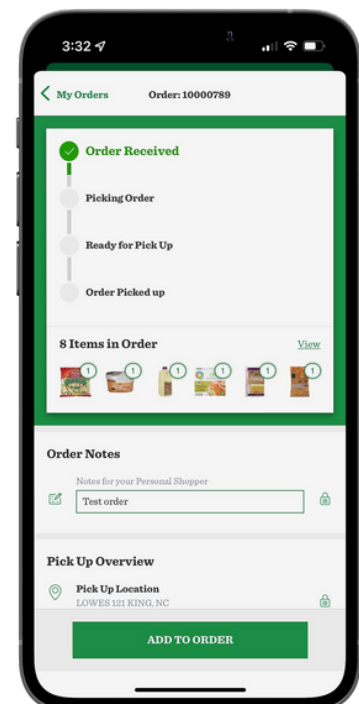
In-Store Product Location

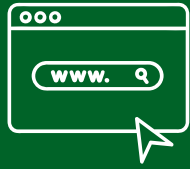
You will be able to see a product's aisle location when viewing the product description page of the website/ app. This will help you navigate the store with ease.



Order Status Tracking

The new website and Lowes Foods app have an improved Order Status feature to help guests track the progress of – and even edit – their order, so they can plan their schedule.



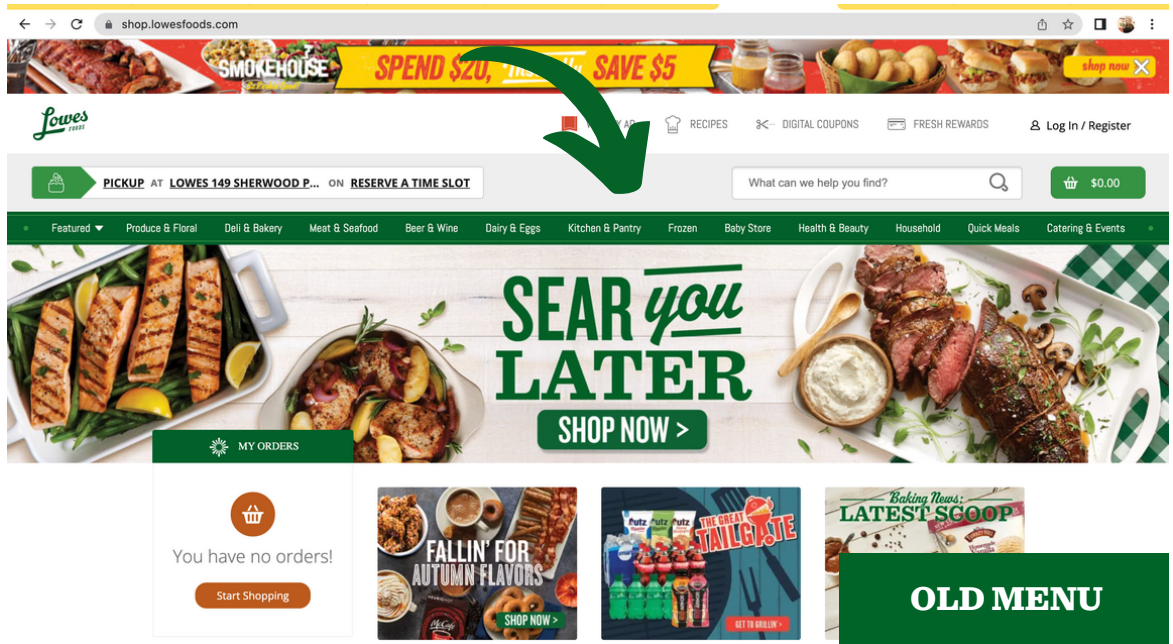


New Navigation Menu website before and after

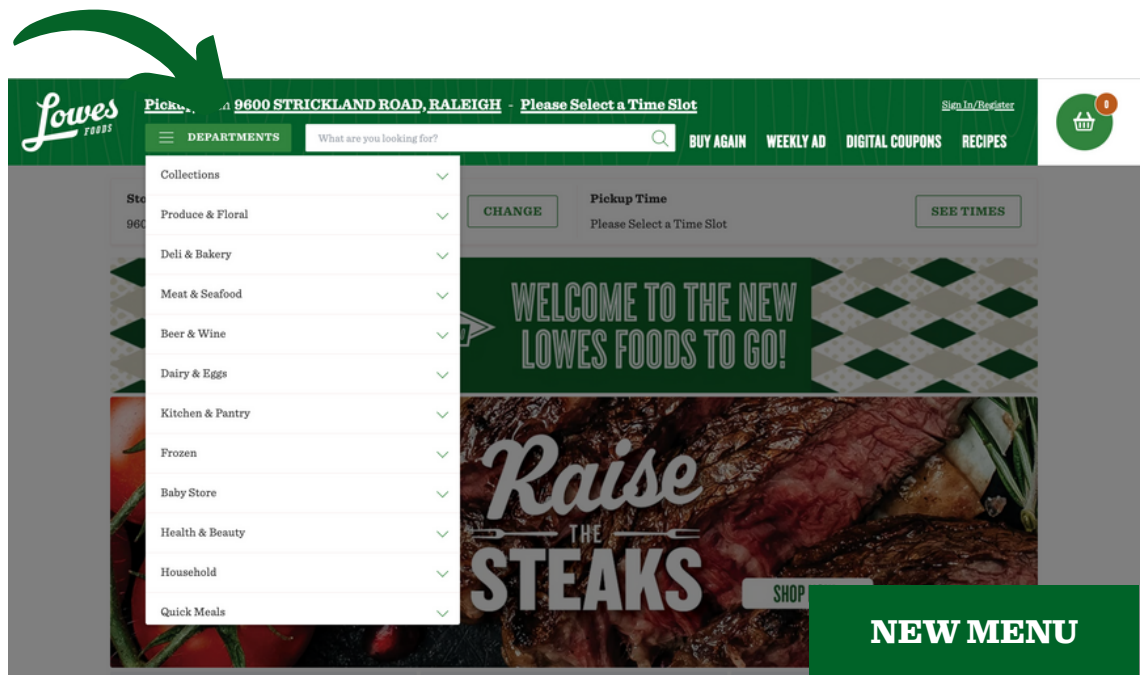


NEW & IMPROVED website NAVIGATION MENU

Previously, our menu was here – the horizontal green bar at the top of the Lowes Foods To Go website.



Now, we have a drop-down menu in the top left-hand corner of your screen. Simply, click "Departments" to navigate more seamlessly.



See the next page for the Lowes Foods App view of the menu changes



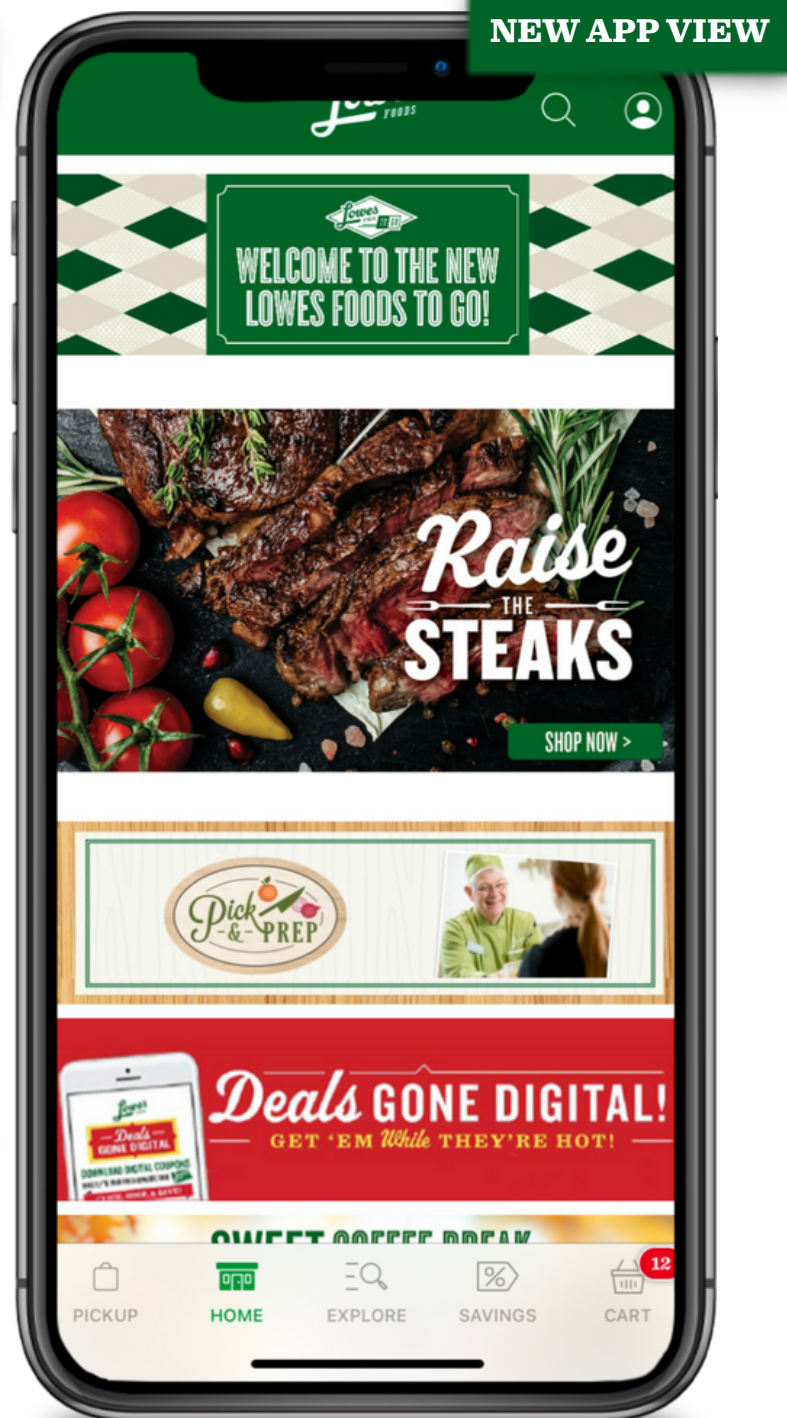
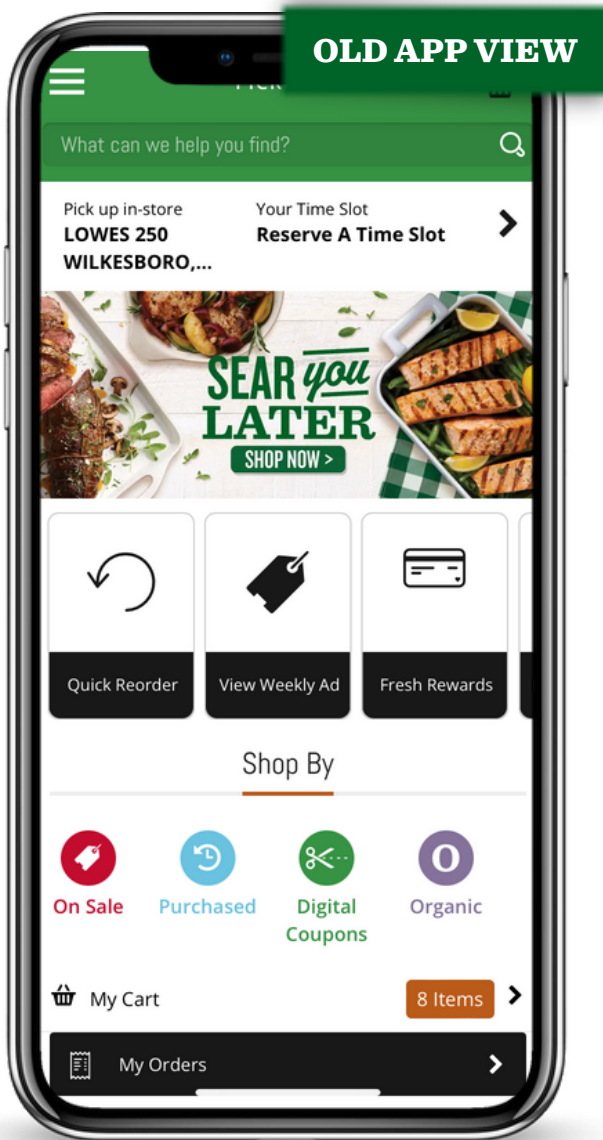
New Navigation Menu



before and after

Lowes FOODS

DIFFERENCES IN LOWES FOODS APP MENU NAVIGATION



Ever-Present Menu

Access helpful tools using the comprehensive menu at the bottom of your screen.



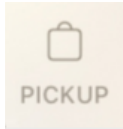
See the next page for a closer look at menu features



New Navigation Menu a closer look

Lowes FOODS

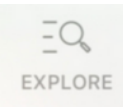
Menu Features



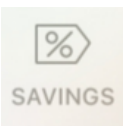
Set or revisit pickup or delivery preferences



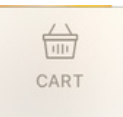
Navigate back to homepage



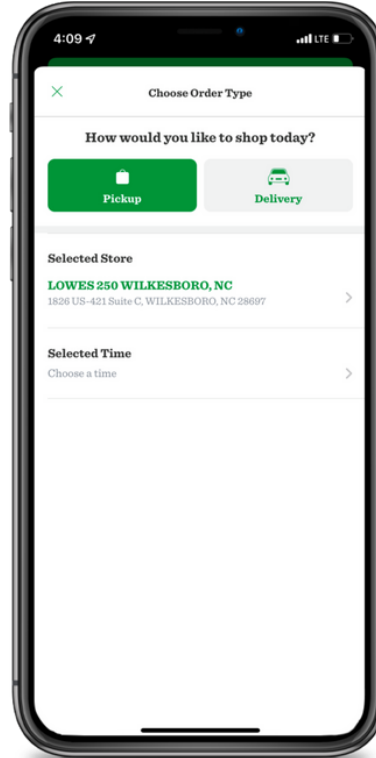
Explore departments, past purchases, receipts, & more



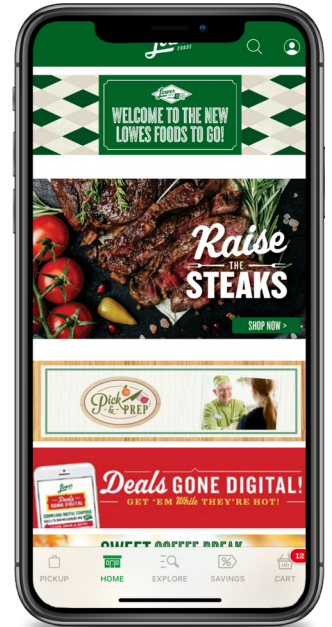
View digital coupons and Weekly Ad!



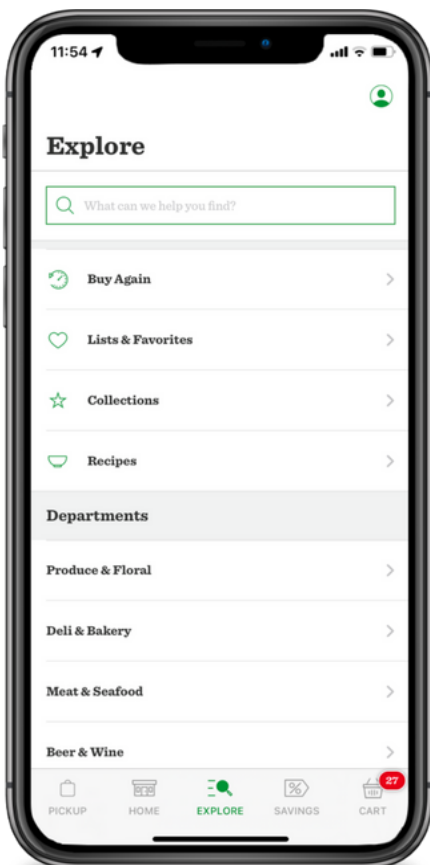
See what's in your shopping cart



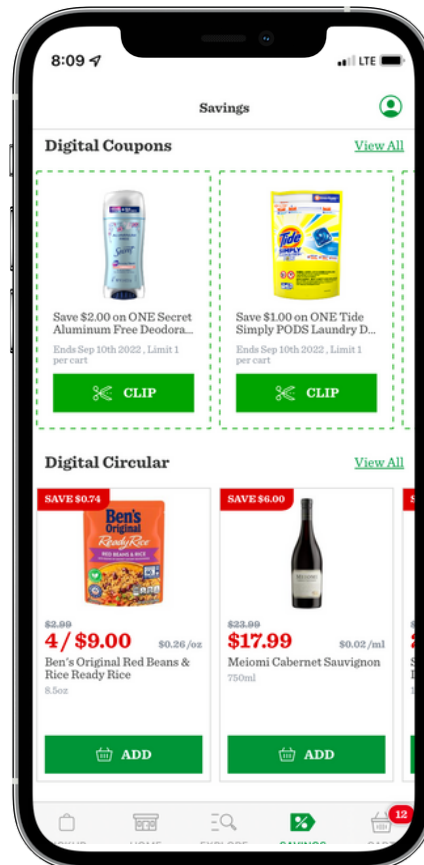
Pickup



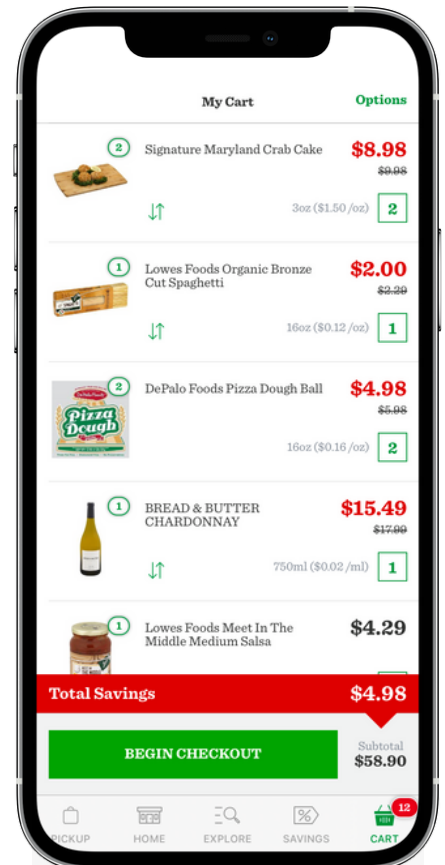
Home



Explore



Savings



Cart



Product View before and after



DIFFERENCES IN PRODUCT VIEW

OLD PRODUCT VIEW

Lowes Foods Butter Unsalted



Lowes Foods Butter Unsalted
16 oz

\$4.29 / ea

\$3.99 / ea (\$0.25/oz)

Save \$0.30 Ends Oct 18

ADD TO CART

Our Lowes Foods Brown Bag Items have all of the good stuff and none of the Junk! All Brown Bag items are exclusively sold at Lowes Foods, fe...

Show More

SAVE FOR LATER

May We Suggest

Nutrition Information

NEW PRODUCT VIEW

SAVE \$0.30

Valid through 10/18/22



~~\$4.29~~

\$3.99

16oz (\$0.25 /oz)

Lowes Foods Butter Unsalted

ADD

Found in Dairy

Save to List

Details

PICKUP

HOME

EXPLORE

SAVINGS

CART 12

New Product View Features

- **Savings and digital coupon opportunities are more clearly emphasized**
- **Aisle location and list saving features are now available**
- **To favorite an item, you must now scroll over it. Then, select the heart icon that appears in the top, right-hand corner.**

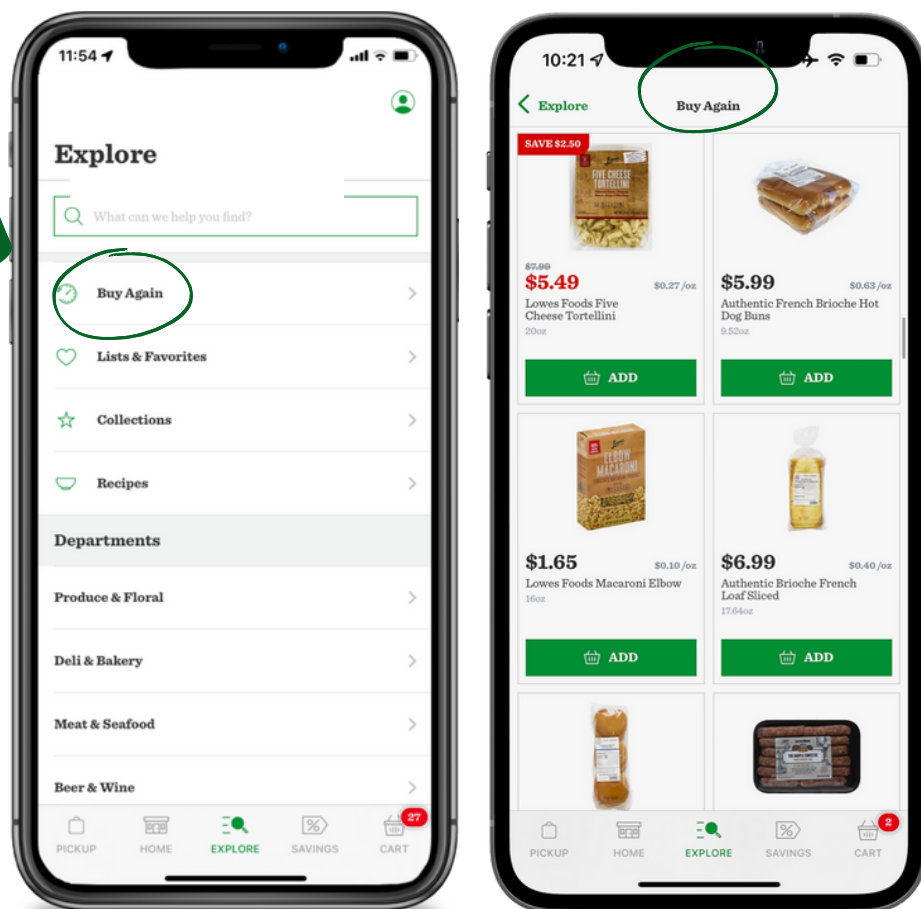


Purchase History, Favorites, and shopping lists

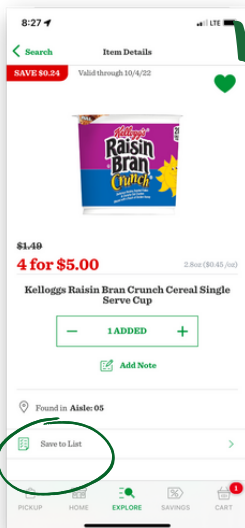
Lowes FOODS

While your previous online Lowes Foods To Go purchase history will not carry over to your new Lowes Foods App or Shop.LowesFoods.com, you can shop from your previous in-store purchase history by clicking on "Explore," then "Buy Again." Additionally, as soon as you download the new app, you will be able to view all of your future purchases, both in-store and online, under "Buy Again."

By clicking "Buy Again" you will be able to shop all of your past in-store purchases and all future purchases, both in-store and online.



Favorite an item



Save to List

How to Build your Shopping or Favorites List

- On the main menu, select "Explore"
- Using the search bar, search for the item of choice
- Select "Save to List" to build a list or scroll over and "heart" the item to add it to your collection of favorites.
- Manage or shop your lists by selecting "Lists and Favorites" (under Explore menu)
- Use the all-new barcode scanner. Scan your favorite items and select the item. Add items to lists by selecting "Save to List"