



Media contact: Steve Bumgarner, 336-722-9660/336-403-0955 [steve@capturevalue.com](mailto:steve@capturevalue.com)

## Lowes Foods to Open New Concept Store in Huntersville on February 18

*Features specialized food service, entertainment, and an overall frictionless shopping experience*

HUNTERSVILLE, N.C. (FEBRUARY 4, 2022)—Winston-Salem based Lowes Foods, a grocer with stores throughout North and South Carolina, will open new concept store at 14021 Boren Street, just off I-77 exit 23, in Huntersville at 8 a.m. on Friday, February 18. At 25,000 sq. ft., the store is a smaller footprint than a traditional Lowes Foods store but provides guests a complete shopping experience—plus a number of special features not found in typical Lowes Foods stores.

“Our new Huntersville store is like a food hall that will also serve as a community hub for morning coffee, family dinner on the go, beer with a friend, picking up groceries curbside, or a complete grocery shopping experience,” Lowes Foods President Tim Lowe said.

“We call this the Swiss Army Knife of grocery stores. We will have a tool for what you need to do. You want something to do with the kids? We will have events for them. Trying to eat healthy? We will prep all of the fruits and vegetables for you. Need something quick for breakfast or lunch? We have an expanded menu of things you can drive by and pick up. You need to plan the book club meeting? Have it at our place. We’ll set up the cheese board, pour the wine, and have a floral centerpiece. And you won’t have to clean up.”

New features at the Huntersville store include a second-floor mezzanine, which is available for booking events such as birthday parties, book clubs, team celebrations, group meetings, or simply as a place to eat or enjoy a beverage. There also will be planned events in the upper and lower mezzanine areas, such as floral arranging classes, trivia nights, board game tournaments, and beer and wine tastings.

The Huntersville store also includes new frictionless shopping app called Scan\*Pay\*Go. Guests will be able to scan items as they shop and then checkout at specially marked kiosks as they leave. This app is in addition to the Lowes Foods to Go app that will allow guest to order all of their groceries for curbside pickup or delivery.

Lowes Foods Originals in the new Huntersville store are:

- **The Beer Den** offers the finest selection of crafts and drafts that is fantastically local and varied. Shoppers can grab a pint and sip while they shop or fill a growler or crowler to take home. There are seasonal offerings of unique beers, special events, and tap takeovers.
- **Sammy’s** is the place to order a made to order sandwich or salad for a quick breakfast, lunch, or dinner. Shoppers can have these custom-made using Boar’s Head® meats and cheeses, Smokehouse pulled pork, or Pick & Prep fruits and veggies. You can pull up a chair and eat in the store or take it home or back to work.
- **Smokehouse** offers a daily rotation of wood-smoked meats—including beef, pork, chicken, and salmon—using a variety of woods to infuse flavor. You can pick them up ready to eat or ready to take home and heat.
- **Pick & Prep** is like having a personal sous chef. Pick & Prep offers packaged, grab-and-go fruits and veggies that are cut fresh throughout the day. The area also is open for custom orders. Only need half an onion? We will chop that for you. Need just a few sprigs of rosemary for your recipe? Shoppers can get just what they need how they need it. Pick & Prep chefs will slice, dice, mince or cube fruits and vegetables while you shop.
- **High Tide Fish Market** features an expanded seafood selection. There is an emphasis on sourcing local when possible, and you can get your seafood seasoned and steamed while you are in the store.

- **Daily Deli** gets its inspiration from old-fashioned newspapers but comes with new ways for easy and efficient service. The Daily Deli will also feature Boar's Head® meats and cheeses and sampling so guests can find their new favorite flavor.
- **Bread Crumb** is the place to find fresh artisan breads baked right in the store – everything from traditional sourdough and baguettes to sweet cobblestone breads to savory focaccias that are perfect by themselves or for a sandwich.
- **The Cakery** is a whimsical bakery where being square is incredibly cool. 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.
- **The Chicken Kitchen** is the place to find all things chicken – rotisserie chicken, fried chicken, chicken wings, chicken pot pies, chicken tenders, chicken salad, and Cock-a-Doodle Noodle soup. The chicken is fresh and never frozen, locally sourced, and is raised with “no antibiotics ever.”
- **Divine Cut** features the same Certified Angus Beef® served by high end steak houses. Shoppers can pick up custom cut dry-aged steaks to put on their grills to make every cookout feel like a special meal.

#### **About Lowes Foods, LLC**

Founded in 1954, Lowes Foods employs nearly 9,000 people and operates 81 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](http://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](http://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](http://alexlee.com).

# # #