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MEDIA ADVISORY

Vivian Howard to Sign Books at Lowes Foods in Simpsonville

- WHO** Noted chef, television personality and author Vivian Howard
- WHAT** While at Lowes Foods, Vivian Howard will interact with store guests and sign her *New York Times* best-selling cookbook *Deep Run Roots: Stories and Recipes from My Corner of the South* at the store's Community Table. Books will be available for purchase, and there is no registration required.
- WHEN** 11 a.m. to 1 p.m. on Saturday, February 10
- WHERE** The Village Market-East shopping center on the northwest corner of Woodruff Road and Sunnydale Drive in Simpsonville's Five Forks area

Additional information

Deeply rooted in eastern North Carolina, Vivian Howard seeks to blend family, food and storytelling in a way that touches people and reminds them of where they came from. In addition to being a mom, daughter, & wife, she is the personality and producer behind the award-winning PBS series *A Chef's Life*, a bestselling author with her breakout cookbook *Deep Run Roots*, a five-time James-Beard nominated cook, and proud owner of three North Carolina restaurants — *Chef & the Farmer*, *The Boiler Room*, and *Benny's Big Time*.

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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