

Winn-Dixie Offers Convenient and Affordable Valentine's Options

February 12, 2010



Winn-Dixie Valentine's Day Specials

Dixie helps customers create the perfect romantic celebration.

JACKSONVILLE, FL ([RPRN](#))
02/12/10 — Imagine being able to purchase flowers, cards, chocolates, gifts or gift cards and all the necessary ingredients for a romantic dinner — including wine or champagne — in one location. Recognizing the pressure that many people face in achieving the perfect Valentine's Day, Winn-

“We want to help customers celebrate Valentine's Day by having a variety of quality Valentine gifts and services to choose from that fit their needs, budget and schedule,” said Robin Lake Miller, director of communications for Winn-Dixie. “In addition to being a one-stop destination for this special day, we are also offering a designated Valentine's Day express checkout and on-site flower-wrapping services.”

Floral

Winn-Dixie floral departments are offering rose bouquets in a variety of sizes and colors with a complimentary vase and gift bag starting at \$19.99.

Additionally, there are specials on flowering plants and mixed bouquets, and many different balloon styles to choose from, including jumbo musical balloons. For customer convenience, complimentary flower-wrapping stations are available in stores on Feb. 12, 13 and 14 from 8 a.m. to 10 p.m.

Gift Cards

Winn-Dixie carries an extensive array of gift cards that fit any budget or hard-to-shop-for Valentine. Gift cards can be purchased in amounts of \$10 to \$100, with selections that range from Spa Finders to Starbucks, Callaway Golf to Ticketmaster, iTunes to Visa, and many more.

Valentine Express Lanes

Shoppers purchasing Valentine's Day items can use the Valentine Express Lane, which is the checkout lane closest to the floral department. The lane will be open Feb. 12 from 3 p.m. to 8 p.m., and Feb. 13 and 14 from 8 a.m. to 8 p.m.

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About Winn-Dixie

Winn-Dixie Stores, Inc., is one of the nation's largest food retailers. Founded in 1925, the Company is headquartered in Jacksonville, Fla. The Company currently operates 515 retail grocery locations, including more than 400 in-store pharmacies, in Florida, Alabama, Louisiana, Georgia and Mississippi. For more information, please visit www.winn-dixie.com.

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