

WINN-DIXIE's matching Food Lion. Price for price. And what we don't match, we beat.

If you've been listening to Food Lion brag about low prices, you'll be interested to know WINN-DIXIE's prices are just as low as theirs. Or lower. Because now, WINN-DIXIE matches them on over 10,000 everyday low shelf prices. Item for item. Price for price. And what we don't match, we beat. The W-D Price Printout proves it.

PICK UP YOUR W-D PRICE PRINTOUT. The W-D Price Printout is a computer-generated list of over 10,000 of WINN-DIXIE's everyday low shelf prices. Copies of printouts are available at every store. Come by and get one. Take it to one of their stores and compare it. If their everyday prices are lower, tell us about it. We'll match them, or beat them. We guarantee it.

PLUS WEEKLY SPECIALS We also guarantee you'll still get WINN-DIXIE's super weekly specials. Specials that cut your food bill even further. And with our W-D Brand U.S. Choice beef and Harvest Fresh produce, you'll find we're unbeatable. The bottom line: WINN-DIXIE helps you get the lowest food bill possible.

TODAY'S

WINN  DIXIE

The New Place For Low Prices!