



# What do WINN-DIXIE's 10,000 low prices mean to you?

When WINN-DIXIE reduces food prices, we don't do it small scale. Now we've got 10,000 everyday low shelf prices in each store. Unbeatable prices that are reflected in lower food bills for you. And that means every day WINN-DIXIE helps keep your food bills low. As low as Food Lion. Or lower.

**PLUS WEEKLY SPECIALS** And WINN-DIXIE still gives you super weekly specials. Specials that trim even more off your weekly grocery bill. Add to that our W-D Brand U.S. Choice beef and Harvest Fresh produce, and you'll find we're unbeatable!

WINN-DIXIE's taken the plunge. We've lowered our prices so even the ex-low price leader can't beat them. Not now. Not tomorrow. Not ever. It's guaranteed. And the W-D Price Printout in every WINN-DIXIE confirms it. The bottom line: WINN-DIXIE helps you get the lowest food bill possible.

**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 Food Lion and compare it. If their shelf prices are lower, tell us about it. We'll match them. Or beat them.

TODAY'S

WINN  DIXIE

*The New Place For Low Prices!*