

The  
**SHELBY**  
**REPORT**

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**Reed's and Virgil's Sodas Get  
Distribution at Food Lion**

Food Lion, a division of the Delhaize Group, has agreed to begin carrying five Reed's and Virgil's flavors, including Reed's Extra and Virgil's Root Beer, in more than 1,000 of its supermarkets throughout 11 Mid-Atlantic and Southeastern states.

Chris Reed, founder and CEO of Reed's Inc., stated, "Activation of our brands in Food Lion presents significant exposure and a dramatic increase in ACV presence nationally for Reed's. The rollout of our brands is currently underway in a few hundred stores, and full rollout to all Food Lion stores should be complete by mid-August. Food Lion recognizes the expanding demand for our quality craft-brewed, natural sodas, and we anticipate continued strong sales growth with this launch of Reed's Ginger Brews and Virgil's Root Beer in their stores."