



**Contact:** Jannah Jablonowski | Giant Eagle  
412.967.4551  
media.relations@gianteagle.com

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## **Giant Eagle Kicks Off Summer with Launch of New Deals for Days Seasonal Pricing Initiative, Lowering Prices on More Than 1,000 Items**

*Initial wave to deliver an estimated \$7.5 million in customer savings between May 30 and July 31*

**PITTSBURGH** — Giant Eagle, Inc. today announced Deals for Days, a new seasonal pricing effort aimed at delivering relevant and meaningful savings to customers throughout the year. The retailer's first Deals for Days wave runs from May 30 through July 31 and delivers an estimated \$7.5 million in savings by lowering prices on more than 1,000 popular products for the summer season.

The summer-focused wave will be followed by future seasonally relevant Deals for Days promotional periods that provide millions of dollars in additional savings on items purchased most frequently during upcoming occasions such as Back to School, fall football and Halloween, and the November and December holiday season.

The first wave of Deals for Days offers savings on a wide variety of products from burgers and hot dogs to some of the most frequently purchased fruits and vegetables, delivering an average per-item savings of 19 percent in the retailer's Giant Eagle and Market District locations. Giant Eagle believes it's important to offer this additional value at a time when many consumers continue to struggle with food inflation and other financial constraints.

"At Giant Eagle, we are committed to listening and responding to our customers, and right now, they are telling us that they need more ways to save on the products that matter most to them," said Brian Ferrier, Senior Vice President of Merchandising at Giant Eagle. "We're confident that we have created meaningful savings across the store, helping ease budgets and encourage those summer celebrations we all enjoy."

Despite food prices remaining flat in the last month, they are up 2.2% over the past year and have increased significantly since 2020<sup>1</sup>. To help combat persistent inflation and unlock summer savings for its loyal customers, Giant Eagle's Deals for Days product list features travel-ready essentials, picnic must-haves, cookout staples, and health and wellness products from national brands and the Giant Eagle brands. When combined with Giant Eagle's strong weekly sales and its myPerks loyalty platform, Giant Eagle and Market District customers have multiple ways to find meaningful savings when they shop for themselves and their families.

(more)

<sup>[1]</sup> Consumer Price Index March Report

## GIANT EAGLE LAUNCHES DEALS FOR DAYS SEASONAL PRICING INITIATIVE

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Key Deals for Days items with lowered prices from May 30 through July 31 include:

Nathan's Colossal Franks	<b>NOW:</b> \$11.99	Was:\$13.99
Butterball Turkey Burgers	<b>NOW:</b> \$9.99	Was: \$12.49
4 PK Beyond Meat Burgers	<b>NOW:</b> \$8.99	Was: \$10.99
Ready to Eat Golden or Green Mangos	<b>NOW:</b> 10/\$10	Was: 2/\$4
Nature's Basket Mini Seedless Cucumbers	<b>NOW:</b> 2/\$7	Was: 1/\$5.49
Red, Orange, and Yellow Peppers	<b>NOW:</b> \$2.99	Was: \$4.99
Giant Eagle Slaw	<b>NOW:</b> 2/\$5	Was: 1/\$2.99
Skippy Chunky Peanut Butter	<b>NOW:</b> \$2.99	Was: \$3.69
8 PK Jello Gelatin Strawberry	<b>NOW:</b> \$4.99	Was: \$6.29
Chips Ahoy Cookie Original	<b>NOW:</b> 2/\$7	Was: 1/\$4.49
Mussleman's Applesauce	<b>NOW:</b> \$3.49	Was: \$4.59
Jet Puffed Marshmallow Bag	<b>NOW:</b> \$1.99	Was: \$2.49

#### About Giant Eagle

Giant Eagle, Inc., ranked among the top 40 on Forbes magazine's largest private corporations list, is one of the nation's largest food retailers and distributors, with approximately \$11.4 billion in annual sales. Founded in 1931, Giant Eagle, Inc. has grown to be a leading food, fuel, and pharmacy retailer in the region, with more than 470 stores throughout western Pennsylvania, north central Ohio, northern West Virginia, Maryland, and Indiana.