



Exterior Signage Refresh for Regional Grocery Store Chain

Founded as Food Town in 1957, Food Lion is an American grocery store chain that operates over 1000 supermarkets in 10 states of the Mid-Atlantic and Southeastern United States. Known for easy, fresh and affordable prices, Food Lion strives to meet their customer's shopping needs in each market they serve.

Adapting with the market, they have remodeled stores to accommodate Food Lion To Go, a grocery pick-up service. Food Lion also appears regularly in the news highlighting their generous efforts to give back to their communities and support those in need. Food Lion and Kieffer | Starlite fostered a long-term partnership, where we have been a turn-key signage provider to help support local signage needs. Our team helps bring their vision to life from concept to installation for replacement signage, new store signage, or updated signage due to store remodels.

About the Solution

Food Lion recently unveiled a plan to remodel over 112 of their Mid-Atlantic stores. Through our established partnership, our team assisted in supporting these efforts with a refreshed storefront look. Our team completed local surveys based on priority locations for the remodel rollout. Based on the site survey's, we created the local sign drawings for the Food Lion team to approve each location.

Each location has different needs; primarily, the updated signage included new, reverse-lit channel letters on the storefront. For the site identification pylon signage, we utilized our in-house thermoforming process to create updated panels. This process creates a more durable product that can withstand the region's elements while giving the sign face a 3D look. Thermoformed tenant panels were updated to reflect the new brand as well. Any other signage and branding needs were addressed during the site survey. Following design approval, our team managed the production flow to ensure the signs were manufactured and installed on schedule.

The brand remodels initiative achieved Food Lion's vision, and we continue to support their needs, including any service needs that arise. Our team is dedicated to meet deadlines and vision for the grocer.

