



## Grocery Outlet Announces Thirteenth Annual 'Independence from Hunger® Campaign

June 28, 2023



*Annual Food Drive Effort Encourages Contributions Via In-store Incentives and Online Donation Opportunities to Combat National Food Insecurity*

**Emeryville, Calif. (June 28, 2023)** – Grocery Outlet Bargain Market, extreme-value grocery retailer, today launched its 13<sup>th</sup> consecutive Independence from Hunger® Food Drive to combat food insecurity. From June 28 – July 31, 2023, the campaign will collect cash donations and pre-made bags of nonperishable foods in-store at Grocery Outlet's 450 locations that will be distributed to local food agencies partners. In addition, online donations made at [GroceryOutlet.com/Donate](https://www.groceryoutlet.com/Donate) will support Grocery Outlet's Bay Area partner, Alameda County Community Food Bank.

With the ongoing inflation, families continue to turn to food banks as [34 million](#) people in the United States are currently food insecure. Each independently owned and operated Grocery Outlet store is committed to giving back to their community and have partnered locally to bring the community together in providing families nutritious food.

"We're so thrilled with the continued success and growth of the Independence from Hunger® Food Drive to support the communities we serve and ensure that our local families don't have to worry about where their next meal is coming" said R.J. Sheedy, President and CEO, Grocery Outlet, Inc. "None of it would be possible without the commitment of our employees, operators, charitable partners and customers, and we are beyond grateful for their support to help end hunger."

For 77 years, Grocery Outlet has been committed to giving back to local community organizations and IFH is an integral part of their commitment. Since its launch in 2011, the Independence from Hunger campaign efforts have collected nearly \$16.5 million nationwide. Customers can make a difference by visiting their local Grocery Outlet and participating in one of these easy steps:

- **Give \$5, get \$5.** Donate \$5 or more in a single transaction in-store or online and you will receive a coupon for \$5 off a future purchase of \$25 or more.
- **Purchase a pre-made bag** that is complete with an assortment of groceries selected by the local food agency and then place it in a collection bin at the front of the store.
- **Make an in-store donation** at the register. Donations will benefit that store's local food agency partner. Donate \$1, \$5 or round up your change.
- **Donate online by visiting [com/Donate](https://www.groceryoutlet.com/Donate).** Online donations support the San Francisco bay area community through Grocery Outlet's partnership with Alameda County Community Food Bank.

"Since 1946, our main focus has been to give back to our local communities and offer value to our customers. Independence From Hunger is just one way that we achieve this goal," said Sheedy. "Our customers and communities alike are the foundation of our success and it's important to help combat food insecurity and improve their lives for the better."

#### **About Grocery Outlet**

For 77 years Grocery Outlet, an extreme-value grocery retailer based in Emeryville, California, has offered customers big savings on brand-name products. The company has 450 locations throughout California, Idaho, Nevada, New Jersey, Oregon, Pennsylvania, and Washington. Stores are owned by Independent Operators based in the communities they serve.

Grocery Outlet offers a full range of products including fresh produce, meat, deli and dairy, along with a wide assortment of natural and organic choices. Grocery Outlet also carries a large selection of beer and wine, health and beauty care, as well as seasonal items. Founded in 1946, Grocery Outlet provides local customers an exciting place to find WOW deals on name brands they trust.

For more information about Grocery Outlet, please visit [www.GroceryOutlet.com](http://www.GroceryOutlet.com).

#### **Media Contact**

Grocery Outlet Media Bureau

(949) 394-1454

[press@groceryoutletmedia.com](mailto:press@groceryoutletmedia.com)