



FOR IMMEDIATE RELEASE

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**KRAFT FOODS MOBILE PANTRY HITS THE ROAD; DELIVERS FRESH FOOD
TO HELP REACH MORE ORANGE COUNTY AREA RESIDENTS IN NEED**

Second Harvest Food Bank of Orange County Rolls Out New Kraft Foods Mobile Pantry

IRVINE, CA – JULY 16, 2010 Second Harvest Food Bank of Orange County is taking its fight against hunger to the streets – literally – with the roll out of a new mobile pantry truck. The refrigerated vehicle is part of a nationwide fleet of trucks from Kraft Foods and its Foundation, in partnership with Feeding America, the nation’s leading hunger-relief organization.

The new mobile pantry will hit the road to deliver fresh fruit, vegetables and other nutritious staples. Last year, Second Harvest delivered over 2.5 million pounds of good nutrition – more than 2 million meals – to Orange County’s hungry residents through their Mobile Pantry Program, at a time when the need has never been greater.

“We’re seeing an unprecedented number of people needing emergency food assistance. Right here in Orange County, demand has increased at our food bank by 35 percent,” said Joe Schoeningh, Director of Second Harvest. “The Kraft Foods Mobile Pantry could not come at a better time to help us increase the number of clients we are able to reach.”

In addition to the truck delivered in Irvine, the program is also being rolled out in Auburn, Maine; Comstock Park, Mich.; Elizabeth City, N.C.; Erie, Pa.; Pembroke Park, Fla.; Richmond, Va.; and Valdosta, Ga.

“The mobile pantry truck will increase the reach of Second Harvest Food Bank to help feed more families,” said Tom Franscell, Sr. Customer Business Manager for Kraft Foods.

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“The trucks are a fresh food oasis, helping reach those that might not have access to emergency assistance. And with a mix of fresh fruits and vegetables, families have more options for good nutrition and balanced meals.”

As a long-time supporter of Second Harvest Food Bank of Orange County, Ralphs Grocery Company has helped fill the truck with donated 5,500 pounds of produce, helping to get the mobile pantry program off to a great start. Ralphs has been helping local food banks serve the hungry for more than 25 years. In 2009, Ralphs donated more than \$3 million in financial support and food donations to local food banks.

Employee volunteers from both Kraft Foods and Ralphs were on hand to help distribute the food to an estimated 200 area residents.

An Innovative Solution to a Growing Problem

For many families facing financial troubles and struggling to put dinner on the table, help is hard to find. In this country, we’re hearing more each day about the growing problem of “food deserts” – rural and urban communities where residents might not have access to a grocery store, emergency food assistance, or food of good nutritional balance. The Kraft Foods Mobile Pantry program serves as an oasis of fresh food in these underserved areas.

Unprecedented Demand for Help

The state of the economy is affecting more Americans than any other time in recent history. The US Department of Agriculture now reports that one in six Americans is food insecure. And, Feeding America reports a 46 percent increase in the number of people seeking emergency food assistance through their nationwide network compared to four years ago. To put it another way, the Feeding America network is serving 1 million more people each week.

Fighting hunger is not new for Kraft Foods. As the nation’s largest food company, it has partnered with Feeding America for decades to do just that. Most recently, the Foundation reinforced its commitment by donating \$180 million over a three-year period to community involvement activities around the globe. The mobile pantry program is just one way they are making good on that commitment.

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“Kraft Foods is a longtime, dedicated partner of Feeding America and we are so grateful for their innovative role in the fight against hunger,” said Vicki Escarra, President and CEO of Feeding America. “These mobile pantries allow access to healthy, vital food for people who may otherwise not have access. No American should go hungry and we thank Kraft Foods for supporting Feeding America in the fight to end domestic hunger.”

Kraft Foods Support of Hunger and Healthy Lifestyles

Kraft Foods is taking a stand when it comes to fighting hunger and promoting healthy lifestyles. The company, along with the Kraft Foods Foundation, is addressing food insecurity through an integrated approach to affect lasting change. The company is meeting the immediate needs of the hungry with direct aid through financial contributions and donations of food. Kraft Foods and its Foundation have donated nearly \$1 billion in cash and food to organizations since 1990. In the United States alone, they’ve provided over one billion servings of food during the past 10 years.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find us on Facebook at [facebook.com/FeedingAmerica](https://www.facebook.com/FeedingAmerica) or follow our news on Twitter at twitter.com/FeedingAmerica.

About Second Harvest Food Bank of Orange County

Since 1983, Second Harvest Food Bank of Orange County has provided more than 265 million pounds of safe and nutritious surplus food to now over 450 charitable non-profit organizations throughout Orange County. The Second Harvest Food Bank of Orange County is a certified Affiliate Member of Feeding America. For more information about Second Harvest Food Bank of Orange County or to learn how to help, visit <http://feedoc.org>

About Ralphs

Ralphs Grocery Company was founded in 1873 and currently operates 257 supermarkets from its headquarters in Los Angeles. The company is a division of The Kroger Co., (NYSE:KR), one of the nation’s largest food retailers, based in Cincinnati, Ohio. Last year, Ralphs Grocery Company contributed more than \$8 million to support education, hunger relief, women’s health and local nonprofit organizations in the communities served by the company’s stores. For more information about Ralphs, please visit our website at www.ralphs.com.

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