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Grocery Outlet Helps Feed People Facing Hunger With Second Annual 'Independence from Hunger' Food Drive

Berkeley, CA – June 25, 2012 – For one in seven Americans, hunger is a reality. In response to that reality, Grocery Outlet is proud to announce the second annual Independence from Hunger food drive. A month-long, company-wide food drive throughout July, bringing together Grocery Outlet stores and their customers to help feed people in their local communities who are facing hunger and food insecurity.

Last year, Grocery Outlet stores collectively donated more than \$225,000 in cash, gift card and food donations to help support local food assistance agencies as part of the Independence from Hunger food drive. In 2012, they are hoping to raise even more support to help fight hunger.

According to the USDA, 4.8 percent of all U.S. Households (5.6 million households) have accessed emergency food from a food pantry one or more times (USDA. Coleman-Jensen, A., Nord, M., Andrews, M., & Carlson, S. *Household Food Security in the United States in 2010*). Throughout July, a time when food banks experience the greatest need, Grocery Outlet will encourage their customers and employees to donate food and cash to support local food assistance agencies.

"We are proud to continue the Independence from Hunger campaign to help people who don't always know where they will find their next meal," said MacGregor Read, Co-CEO, Grocery Outlet Inc. "Our team of independent owners and operators are committed to supporting their local communities."

Grocery Outlet's 163 stores have partnered with local food assistance agencies to help feed the need in their own towns. Stores will also be hosting an array of events – from educational seminars about local food assistance agencies to family-friendly festivals – to drive donations and participation. Grocery Outlet has made it simple for their customers to join the cause with these in-store options:

- Look for specially-marked food items. These are items that the local food assistance agencies currently need. Purchase those items and place them in the collection bin at the front of the store.
- Tell a Grocery Outlet cashier that you'd like to make a cash donation at the register. Donations will go directly to the local food assistance agencies.
- Pick-up information at a Grocery Outlet store about hunger, food insecurity and local/national resources for people in need. Be informed and willing to help.
- Join the in-store events at your local Grocery Outlet store to support the Independence from Hunger food drive.

Grocery Outlet's Independence from Hunger food drive will be supported with radio advertising and collateral materials provided by Grocery Outlet headquarters in Berkeley, California. For more information about Grocery Outlet's Independence from Hunger campaign, please visit www.groceryoutlet.com

About Grocery Outlet

Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% less than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has 163 locations in Arizona, California, Idaho, Nevada, Oregon and Washington. Grocery Outlet carries refrigerated and frozen foods, fresh produce, organics, dry groceries, beer and wine, health and beauty care, over-the-counter drugs, household products, toys and gifts. A third-generation family-led company founded in 1946, Grocery Outlet's mission has always been to provide customers a fun place to find extreme values on name brands they trust. Most stores are independently owned and operated by locally-based families. For more information, please visit www.groceryoutlet.com.

Hunger Facts

For one in seven Americans, hunger is a reality. And they are often hard-working adults with families, who simply cannot make ends meet and are forced to go without food for several meals, or even days.

According to the USDA*...

- 48.8 million Americans live in food insecure households – 32.6 million adults and 16.2 million children
- 14.5% of households (17.2 million households) experience food insecurity
- Households with children reported food insecurity at a significantly higher rate than those without children – 20.2% compared to 11.7%
- 8% of seniors living alone (925,000 households) are food insecure
- Food insecurity exists in every county in America, ranging from 5% to 38%

* USDA. Coleman-Jensen, A., Nord, M., Andrews, M., & Carlson, S. *Household Food Security in the United States in 2010*

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