



LATINA FRESH HELPS FOODBANK FIGHT HUNGER AS DEMAND SPIKES

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Today, Latina Fresh Australia announces it will donate freshly produced filled pasta to Foodbank Australia. This equates to 45,000 meals and has been made specifically for Foodbank Australia. It follows on from a period where the brand itself experienced significant stock depletion, off the back of consumer panic buying due to COVID-19.

The donation also comes as *Latina* Fresh parent company – General Mills – enters its fifteenth year partnering with the nation's largest food relief organisation.

This month alone, Foodbank Australia has seen a 50% increase for food security support across its network of charity agencies. Meaning its needs for supplies have never been greater.

In order to support this spike, *Latina* Fresh has produced to donate 60 pallets of *Latina* Fresh Spinach and Ricotta Agnolotti which will provide a well-rounded meal for families with some much-needed protein.

Peter Everett, Managing Director, General Mills, said: “The panic pantry buying we experienced in Australia significantly stretched our factory’s capacity to the limit. However, given *Latina* Fresh pastas are all made in Australia and in collaboration with Australian farmers and suppliers, we’ve been able to bounce back quickly.

“Our factory team have worked tirelessly to ensure we continue to create meals Australians love and we’re proud to be able to share more of that with Foodbank - by extending our production to make more *Latina* Fresh pasta specifically for Australians in need. While we’re donating 45,000 meals this month, we intend to continue to partner with Foodbank Australia to help fight food insecurity in the coming months and beyond.”

Brianna Casey, CEO, Foodbank Australia highlighted the issues Foodbank is facing: “Right now, Australia’s hunger crisis is at an all-time high. The demand has increased significantly, and we’re seeing demographics groups in need of food relief that we’ve never seen before. It’s challenging, and we can’t do it without partners like General Mills and brands like *Latina* Fresh.

“We thank our longstanding partners for their support, including *Latina* Fresh and General Mills – who have been generously backing us and supporting the community for the last fifteen years.”

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For any media enquiries, please contact:

Tarah Miller – tarahmiller@thinkerbell.com - +61 477 045 774

Interviews Available:

- Peter Everett, Managing Director, General Mills
- Brianna Casey, CEO, Foodbank Australia



NOTES TO EDITOR -

About Foodbank:

Foodbank is a food relief organisation that partners with the entire Australian food and grocery sector to supply front-line charities nationally with the stocks they need to address hunger in the community. This involves working with farmers, wholesalers, manufacturers and retailers to source fresh and manufactured foods as well as personal and household items for those in need. Donations include stock that doesn't meet industry specifications, is close to expiry or excess to requirements. Companies also make donations as part of their corporate social responsibility commitments and cause-related marketing campaigns. Foodbank supplies food and groceries to more than 2,400 charities and also provides regular breakfasts for students in 3,000 schools across the country. As a not-for-profit organisation, Foodbank relies on governments, individuals, organisations, community groups and thousands of volunteers to fight hunger.

About Latina Fresh:

Latina Fresh has a rich history from its humble beginnings in the 1980's in Melbourne, Australia.

Today *Latina* Fresh is a trusted and well-known Australian made brand, providing Fresh Pasta and Sauce and chilled ready meals to Australian families. As the leading Fresh Pasta & Sauce brand in Australia, we are dedicated to making delicious, quality food that every family will enjoy and can rely on, especially on those busy weeknights.

With this vision, *Latina* Fresh was created and became part of the Fresh Pasta and Sauce category in Australian supermarkets available in the chiller. Today this trusted Australian made brand, continues its success in both Fresh Pasta and Sauce and chilled ready meals category with its range of Italian meals.

About General Mills:

General Mills is a leading global food company whose purpose is to make food the world loves. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Häagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki, BLUE and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2019 net sales of U.S. \$16.9 billion. In addition, General Mills' share of non-consolidated joint venture net sales totaled U.S. \$1.0 billion.

In Australia, General Mills brands include, Old El Paso™, Latina™ Fresh, Betty Crocker™, Nature Valley™, Haagen-Dazs™, and Fibre One™.