



GOYA FOODS DONATES 100,000 POUNDS OF FOOD TO FOOD BANK FOR NEW YORK CITY AS PART OF THE GOYA GIVES ‘CAN DO’ CAMPAIGN

Jersey City, New Jersey (March 26, 2018) – Goya Foods, the largest Hispanic owned food company in the United States, donates 100,000 pounds of food to Food Bank For New York City, as part of the Goya Gives ‘Can Do’ campaign. The donation is part of the first installment of the 1.5 million pounds of food (1.25 million meals) raised over the course of six months that will go to Feeding America and will be distributed to families and individuals throughout the United States.

“The Can Do campaign is one of the many ways that Goya gives back and helps to bring people together to do good for our communities,” said Bob Unanue, President of Goya Foods. “We are grateful for the work of our local food banks who have the means to distribute good food to those who lack the access to nutritious, affordable and culturally appropriate meals.”

The donation is made in the name of Goya retailer Foodtown, a member of Allegiance Retail Services, for its continued support of the campaign. “We are thankful to our Foodtown members, customers and Goya for supporting our local communities through the Goya, Can Do campaign,” said John Derderian, President & COO, Allegiance Retail Services.

“We’re grateful to Goya Foods and Foodtown for this generous donation, which will help provide more than 83,000 meals to people in need across the five boroughs,” said Stephanie Elsie, Vice President of Communications and Strategic Engagement at Food Bank For New York City. “Donations like this are vital for ensuring that the one in five New Yorkers who rely on food pantries and soup kitchens have access to the nutritious food they need to thrive.”

The ‘Can Do’ campaign is a yearlong series of consumer product promotions that was launched in June 2017 and ends June 2018. Each month throughout the course of the year, Goya has featured a different product that consumers can purchase to participate in the overall donation. For every GOYA® product purchased during the designated month, Goya will donate additional products to Feeding America.

For more information about Goya Gives and the ‘Can Do’ campaign, please visit, www.goya.com/goyagives.

About GOYA

Founded in 1936, Goya Foods, Inc. is America’s largest Hispanic-owned food company, and has established itself as the leader in Latin American food and condiments. Goya manufactures, packages, and distributes over 2,500 high-quality food products from Spain, the Caribbean, Mexico, Central and South America. Goya products have their roots in the culinary traditions of Hispanic communities around the world. The combination of authentic ingredients, robust

seasonings and convenient preparation makes Goya products ideal for every taste and every table. For more information on Goya Foods, please visit www.goya.com.

About Allegiance

Allegiance Retail Services, LLC supports independent supermarkets (e.g., Foodtown, Freshtown, Freshco, D'Agostino, LaBella Marketplace, Brooklyn Harvest, Market Fresh, Big Deal Food Market, Kissena Glatt Farms, Shop n Bag and JRs Fresh Market) for retail success by providing them with marketing, advertising, technological and merchandising support, as well as a full line of Foodtown private label products. For more information, visit www.allegianceretailservices.com

About Food Bank For New York City

For 35 years, Food Bank For New York City has been the city's major hunger-relief organization working to end hunger throughout the five boroughs. Nearly one in five New Yorkers relies on Food Bank for food and other resources. Food Bank takes a strategic, multifaceted approach that provides meals and builds capacity in the neediest communities, while raising awareness and engagement among all New Yorkers. Through its network of more than 1,000 charities and schools citywide, Food Bank provides food for more than 61 million free meals per year for New Yorkers in need. Food Bank For New York City's income support services, including food stamps (also known as SNAP) and free tax assistance for the working poor, put more than \$110 million each year into the pockets of New Yorkers, helping them to afford food and achieve greater dignity and independence. Food Bank's nutrition education programs and services empower more than 50,000 children, teens and adults to sustain a healthy diet and active lifestyle on a limited budget. Working toward long-term solutions to food poverty, Food Bank develops policy and conducts research to inform community and government efforts. To learn more about how you can help, please visit foodbanknyc.org. Follow us on Facebook (FoodBank4NYC), Twitter (@FoodBank4NYC) and Instagram (FoodBank4NYC).

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