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FOR IMMEDIATE RELEASE

**RESTAURANTS AND SYSCO METRO NEW YORK JOIN FORCES
TO DONATE 31,000 POUNDS OF FOOD**

Hundreds of Restaurants Participate in Add a Case Program for City Harvest

New York, NY- January 2011- Despite the trying economy, this November and December Sysco Metro New York customers made the generous decision to add an extra case of food for City Harvest, the world's first food rescue organization dedicated to feeding New York City's hungry men, women, and children.

Sysco Metro New York spearheaded the campaign to raise a tractor trailer load of food as part of City Harvest's annual *Daily News* Readers Care to Feed the Hungry Food Drive, the city's largest annual food drive. As part of their commitment, from November 15th through December 31st, Sysco Marketing Associates in New York City asked their restaurant and other foodservice customers to join them in helping City Harvest meet the greater demand for emergency food by adding an extra case of food to their regular orders. Sysco tracked these healthy non-perishable food items donated by their customers via a special item code, and delivered a tractor trailer load of food, 30,976 pounds in all, to City Harvest on January 26th.

Hello Pasta, a group of Manhattan restaurants offering made-to-order pastas and sauces, donated 100 cases of high-end product to City Harvest, making them the largest single product donor. City Harvest distributed this and other donations among its network of some 600 community food programs.

"For Hello Pasta, creating our unique restaurant concept was a dream come true—and a great opportunity to give back to our local community. Sysco helped us contribute even more efficiently," said Greg Baratte, Nicolas Barthelemy, and Laurent Lesort, Hello Pasta cofounders.

"New York City food businesses have truly come together behind the City Harvest cause," said Jilly Stephens, City Harvest's executive director. "We're honored by the generosity we've seen from the restaurant community, led by Sysco and exemplified by Hello Pasta. Thank you on behalf of the many people your donations will feed."

For more information on Sysco Metro New York, visit www.syscometronny.com.

About City Harvest

Now serving New York City for more than 25 years, City Harvest (www.CityHarvest.org) is the world's first food rescue organization, dedicated to feeding the city's hungry men, women, and children. This year, City Harvest will collect 28 million pounds of excess food from all segments of the food industry, including restaurants, grocers, corporate cafeterias, manufacturers, and farms. This food is then delivered free of charge to nearly 600 community food programs using a fleet of trucks and bikes as well as volunteers on foot. Each week, City Harvest helps over 300,000 hungry New Yorkers find their next meal.

City Harvest also addresses issues that surround hunger in New York City by supporting affordable access to nutritious food in low-income communities, educating individuals, families, and communities in the prevention of diet-related diseases, channeling a greater amount of local farm food into high-need areas, and enhancing the ability of agency partners to feed hungry men, women, and children.



Building customer relationships requires time, effort and sincerity. For Sysco, it began with a promise to assist foodservice operators in providing consumers with solutions for meals consumed away from home. Since the initial public offering in 1970, when sales were \$115 million, Sysco has grown to \$37 billion in sales for fiscal year 2008.

Many solid customer relationships have been nurtured along the way, countless dining trends and meal alternatives have evolved, and today the decision to consume meals prepared away from home is as much necessity as choice. In 1977 Sysco surpassed its competitors to become the leading supplier to "meals-prepared-away-from-home" operations in North America. Since then, the industry it serves has expanded from \$35 billion to more than \$200 billion.

Today, Sysco has sales and service relationships with approximately 400,000 customers and remains committed to helping them succeed in the foodservice industry and satisfy consumers' appetites. Operating from 170-plus locations throughout the contiguous United States and portions of Alaska, Hawaii, and Canada, today Sysco's product lines are as diverse as the 50,000 employees who support its daily operations. They include not only the ingredients needed to prepare meals, but also numerous ancillary preparation and serving items. As a result, Sysco can make a difference in its customers' lives and the success of their businesses.