

PRESS RELEASE

For Immediate Release: September 23, 2011

Guckenheimer Serves 14,295 in Slow Food USA \$5 Challenge

REDWOOD SHORES, CA. – Guckenheimer, the 4th largest food service company in the U.S., has responded to the nationwide “\$5 Challenge” promotion from Slow Food USA by serving 14,295 customers healthy slow-cooked meals priced at or below \$5.

The promotion was designed to increase awareness that healthy meal alternatives to fast food can be enjoyed for \$5 or less.

Jo Kumery, National Director of Merchandising and Standards at Guckenheimer commented, “Our company philosophy is Nourishing Inspiration so we feel very in tune with what Slow Food USA is trying to achieve. On September 14 we served 14,295 people healthy slow-cooked meals priced at or below \$5.00 across the country in over 300 of our corporate dining facilities.”

In addition, as part of a “Feed your Family and Friends Well” promotion, Guckenheimer sold over 1,800 Slow Food Bonus Bags full of seasonal produce, a specially created gourmet menu and recipes, tips and nutrition facts.

Kumery added, “The response to the Bonus Bags we’ve had from our customers has been absolutely fantastic. They loved the food, the recipes, and being part of a healthy food movement. We’ll definitely be doing this again in the not-too-distant future.”

Guckenheimer is a national Corporate Food Service company operating in 28 states. The company’s vision is to deliver nourishment in the workplace and beyond, as a way of life.

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A Guckenheimer chef prepares a bonus bag.



For further information, contact Jo Kumery at jkumery@guckenheimer.com and (650) 654 7356.