



FOR IMMEDIATE RELEASE

CONTACT: Kristin Priest
(248) 254-6788
kpriest@tannerfriedman.com

PEPSI AND KROGER TEAM UP TO HELP FORGOTTEN HARVEST FEED METRO DETROIT COMMUNITY

Partnership to provide \$25,000 through purchase of Pepsi Products at southeastern Michigan Kroger stores, Jan. 10 through Feb. 6

OAK PARK, Mich. (January 10, 2011) – Pepsi and Kroger are teaming up to provide \$25,000 to Forgotten Harvest to help feed the Metro Detroit Hungry. The donation is made possible through the purchase of Pepsi products at participating southeastern Michigan Kroger stores from Jan. 10, 2011 to Feb. 6, 2011.

"Pepsi believes that no one should have to go hungry, and we are proud to partner with Kroger to support Forgotten Harvest and its work to relieve hunger in the Detroit Metropolitan community," said William Langford, vice president of marketing for Pepsi Beverages Company.

Partnering with Forgotten Harvest since 2000, 76 Kroger stores in the tri-county area support the organization through food and monetary donations. Kroger delivered an estimated four million pounds of donated food to Forgotten Harvest in 2010.

"Kroger is dedicated to fighting hunger and bringing hope to the communities that our customers and associates call home," said Rick Going, president, The Kroger Co. of Michigan. "We are proud of our partnership with Forgotten Harvest and to assist those in need."

Forgotten Harvest is the only mobile food-rescue operation in the metropolitan area supplying prepared and perishable foods to area emergency food providers, with fresh fruit and vegetables accounting for 40 percent of the food Forgotten Harvest provides.

"It's the generosity and dedication to the community from organizations like Kroger and Pepsi that help Forgotten Harvest get good food to the people in our community who need it," said Susan Goodell, president and CEO of Forgotten Harvest. "This \$25,000 donation will help us deliver 125,000 meals to members of the community in need."

Operating 29 refrigerated vehicles six days per week to cover the 2,000 square miles metro Detroit area, Forgotten Harvest picks up approximately 75,000 pounds of food per day from 455 food donors.

Forgotten Harvest also has been selected to participate in Pepsi's Refresh Project – a program in which Pepsi commits up to \$1.3 million each month to organizations, voted on by the public,

that will make a positive impact on the community – for the month of January 2011 in the \$250,000 category. People can submit their votes for Forgotten Harvest at www.refresheverything.com/projecthunger or text 105536 to Pepsi at 73774.

About Kroger

Kroger, the nation's largest traditional grocery retailer, employs more than 334,000 associates who serve customers in 2,468 supermarkets and multi-department stores in 31 states under two dozen local banner names including Kroger, City Market, Dillons, Jay C, Food 4 Less, Fred Meyer, Fry's, King Soopers, QFC, Ralphs and Smith's. The Company also operates 777 convenience stores, 374 fine jewelry stores, 893 supermarket fuel centers and 40 food processing plants in the U.S. Kroger, headquartered in Cincinnati, Ohio, focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local organizations in the communities it serves. For more information about Kroger, please visit www.kroger.com.

About Pepsi Beverages Company

Pepsi Beverages Company (PBC) is PepsiCo's beverage manufacturing, sales and distribution operating unit in the United States, Canada and Mexico. PBC handles approximately 75 percent of PepsiCo's North America beverage volume. Its diverse portfolio includes some of the world's most widely recognized beverage brands, including Pepsi, Mountain Dew, Sierra Mist, Aquafina, Gatorade, SoBe, Lipton and Amp Energy. In many markets, PBC also manufactures and distributes non-Pepsi brands, including Dr Pepper, Crush, ROCKSTAR and Muscle Milk. The operating unit is headquartered in Westchester County, New York and employs approximately 70,000 people. Learn more about PBC at www.pepsico.com/pbc.

About Forgotten Harvest

Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest "rescued" more than 19.4 million pounds of food last year by collecting surplus prepared and perishable food from more than 450 sources, including grocery stores, fruit and vegetable markets, restaurants, caterers, dairies, farmers, wholesale food distributors and other Health Department-approved sources. This donated food, which would otherwise go to waste, is delivered free-of-charge to 158 emergency food providers in the Metro Detroit area.

Learn more about Forgotten Harvest and how to help drive hunger from our community at www.forgottenharvest.org.

- end -