



**FOR IMMEDIATE RELEASE**  
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## **Sendik's Food Market Delivers Record-Setting Donation to Feeding America Eastern Wisconsin at Time of Greatest Need**

*Sendik's customers, employees and neighbors across 17 locations donate 282,667 meals and \$57,578*

**MILWAUKEE**– [Sendik's Food Market](#) today announced that its customers, employees and the community across all 17 stores raised a record-setting \$126,964 in food donations. The food, delivered in three semi-truckloads, weighs over 134,009 lbs. and provides 282,667 meals via recipient [Feeding America Eastern Wisconsin \(FAEW\)](#).

Sendik's food donation is the largest contribution through the market's partnership with FAEW and is one of FAEW's largest retailer donations of food ever. Along with the food, Sendik's presented FAEW with a cash donation of \$50,000 fulfilling its promise to match community funds raised, as well as an additional \$7,578 in cash from the community, for a total cash donation of \$57,578.

The semitrucks delivered the donated food, including more than 600 cases of cereal, 700 cases of canned vegetables and other staples, on November 20 in order to stock the FAEW warehouse for its most critical time of need during the holidays.

Throughout the summer, Sendik's Food Market employees asked customers to round-up to the nearest dollar, exchange reward points for donations and purchase facemasks and FAEW bracelets with all proceeds going to this donation. Other contributions were through Sendik's Express orders.

"For more than a decade, we've had a strong relationship with Sendik's and have always been exceptionally appreciative of its donations – but this year, its customers and employees truly went above and beyond, donating what is the largest one-time retail donation for Feeding America Eastern Wisconsin this year," said Patti Habeck, President and CEO of Feeding America Eastern Wisconsin.

According to Habeck, the Sendik's support could not have come at a better time as FAEW is already seeing an 89% increase in the food it has distributed since March this year, and it is just entering what is typically its highest demand period.

"We are so proud of our Sendik's community, especially our customers and employees who teamed together during this challenging year to provide the largest food and cash donation in our company's history," said Ted Balistreri, co-owner of Sendik's Food Market. "As a local grocery store, we know it's our responsibility to help address the hunger need in our neighborhoods, and we are proud to support Feeding America Eastern Wisconsin and its crucial mission."

### **About Sendik's:**

Since 1926, the Balistreri family has been serving the greater Milwaukee community by combining quality food products with exceptional customer service. Shoppers can expect an entirely unique shopping experience: items made from scratch in the deli; bakery items baked fresh daily; signature, top-shelf meats; hand-selected produce; and an unwavering commitment to quality and service. Sendik's goal is to provide the best grocery shopping experience, period. Learn more at [www.sendiks.com](http://www.sendiks.com).

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