



Vincès Market: **Sharon**



Vincès Market: **Newmarket**



Vincès Market: **Uxbridge**



Vincès Market: **Tottenham**

Vincès partners with Newmarket Food Pantry on food rescue program

SHARON, ON, Aug 31, 2023: Food waste is a significant issue in Canada, with more than half the food produced (approximately 50 million tons) being thrown out and costing the economy \$49 billion dollars per year. Not only does this add to our carbon footprint, even more importantly, this sends a cruel message during a time when so many Canadians are experiencing food insecurity.

Food Rescue program offers safe, wholesome food

Vincès is proud to be part of Newmarket Food Pantry's Food Rescue program. As part of the organization's broader efforts to support vulnerable individuals and families, this program redistributes food that is nearing its "best before" date to those who need it most. Food that remains safe, delicious – and wholesome.

To that end, Vincès donates their end-of-day prepared foods, as well as other items that are approaching their best-before dates. These include salads, entrees, sandwiches, sliced meats, cut fruit and vegetable trays, dips, yogurts, milk, roast chickens, bakery items, eggs, cheese, bread, and more.

Since April, Vincès has donated 5,195 lbs of food valued at \$18,746. This is the equivalent of more than 5,840 meals.

"We are grateful to organizations like the Newmarket Food Pantry for helping so many families in the areas we serve," said Vincès President Giancarlo Trimarchi. "It is even more urgent now as some of them, pressured by the high costs of housing, may have to choose between buying enough food or paying the rent. We are pleased that our donations are making a positive difference in the community."

Overall, demand on the Food Rescue program is growing, but thanks to a growing pool of community partners, the Food Pantry has seen donations grow. According to their Resource Development Co-ordinator, Vesna Mitchell, during the past month, the organization has rescued more than 18,000 pounds of food, which is up from the usual 10,000-14,000 lbs per month.

see over



Vincès and Newmarket Food Pantry team members gather at the Community Fridge on Park St. in front of Newmarket Library.



From left: Vesna Mitchell and Vanessa Gorgonio in the Newmarket Food Pantry's Community Kitchen.

MEDIA RELEASE

Vincès
A FRESH SHOPPING EXPERIENCE



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"This equates to approximately 18,000 meals we're able to provide to our clients at the Pantry and Community Fridge."

Indeed, much of the rescued food is redirected to an outdoor commercial fridge, colourfully signed, and suitably housed for year-round use in front of Newmarket Library. It operates on the honour system, with clients taking what they need of the mostly ready to eat, grab-and-go items.

Grab-and-go items at Community Fridge

Vesna added that the Community Fridge is monitored at least five times per day, with volunteers checking the quantity and quality of what's available for clients. Public Health also drops by approximately twice per month.

"It takes a village to address food insecurity and food waste in a community. This is why partnerships, like the one we have with Vince's Market, are so important," Vesna continued. "Our food rescue program consists of local businesses working together with our volunteers to help reduce our carbon footprint while providing meals for our community members in need. This is what community is all about, neighbours helping neighbours. It's a beautiful thing."

Vince's has also been donating pre-selected food bags through an in-store program over the last seven years. Donations, so far in 2023, total 804 pounds at a value of \$2,580.

"It is inspiring to work with the Newmarket Food pantry team and see the support they are providing to community members in need," added Maria Ciarlandini, Vince's Community Support Ambassador.



Food Pantry clients get their items checked out by volunteer Candice Babcock.

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About Vince's Market:

Vince's is a nationally recognized and award winning, small footprint fresh food retail chain. This privately held company employs more than 300 people in York, Durham, and Simcoe Regions, serving the communities of Sharon, Newmarket, Uxbridge and Tottenham. In 2021, their Tottenham location was recognized as the best small-format grocery store in Canada by the Canadian Federation of Independent Grocers (CFIG). In 2019, Vince's earned the title of Retailer of the Year at the DCI Star Awards. And in 2014, their Newmarket location was awarded 2nd place in Canada for their category by the CFIG. In 2017 and 2018, the chain was recognized as one of "Canada's Best Managed Companies." Vince's is highly active in the community, supporting many life-changing organizations, including food banks, local shelters, hospice, the Women's Centre of York Region, and the Mental Health Program at Southlake Regional Health Centre. For further information, visit www.vincemarket.ca