



## **INSTANT BRANDS EXPANDS NORTH AMERICAN PARTNERSHIPS TO HELP TACKLE FOOD INSECURITY**

*Consumer favorite kitchenware manufacturer deepens its sustainable development efforts and impact*

**DOWNERS GROVE, Ill.** (Nov. 17, 2022) – Instant Brands, maker of consumer favorites like Instant Pot®, Pyrex® and more, is further addressing food insecurity through partnerships with eight organizations across North America providing food assistance. Roughly 1 in 10 U.S. residents<sup>1</sup> and 1 in 6 households in Canada<sup>2</sup> currently face food insecurity—and as these numbers grow, so does the demand for food banks and pantries to serve more, with less.

Relief requires out-of-the-box solutions and innovative partnerships, as food insecurity manifests differently across communities. The faces of need include children who rely on meals at school; homebound, isolated seniors aging in place; and families finding themselves in this situation for the first time, due to inflation and rising grocery, fuel and heating costs.

Instant Brands is honored to partner with the following eight organizations, located near the company's U.S. and Canadian facilities, committed to nourishing individuals and families in need:

- [Corning Community Food Pantry](#) and [Corning Meals on Wheels](#), serving New York State's Finger Lakes region (both supported by Instant Brands' Corning, N.Y.-based team)
- [Food Helpers](#), serving Pennsylvania's Greater Washington County (supported by Charleroi, Pa.-based team)
- [Maryland Food Bank Western Branch](#), serving Western Maryland (supported by Greencastle, Pa.-based team)
- [Mid-South Food Bank](#), serving Greater Memphis and Northwest Mississippi (supported by Byhalia, Miss.-based team)
- [Ottawa Food Bank](#), serving greater Ottawa, Canada (supported by Kanata, Ottawa-based team)
- [Vida Life Ministries](#), serving California's Inland Empire (supported by Riverside, Calif.-based team)
- [West Suburban Community Pantry](#), serving Chicagoland's DuPage and Will counties (supported by Downers Grove, Ill.-based team)

"We are all connected in some way. Food insecurity is a complex issue, and there is no one-size-fits all solution," said Ben Gadbois, President and CEO of Instant Brands. "I'm incredibly proud of our employees working with each organization at the local level to understand who they serve, and how we can best help them deliver on their mission."

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<sup>1</sup>U.S. Department of Agriculture, Economic Research Service, 2021 Current Population Survey Food Security Supplement <https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-u-s/key-statistics-graphics/>. Full report available at: [Household Food Security in the United States in 2021 \(usda.gov\)](#)

<sup>2</sup>Tarasuk V, Li T, Fafard St-Germain AA. (2022) Household food insecurity in Canada, 2021. Toronto: Research to identify policy options to reduce food insecurity (PROOF). Retrieved from <https://proof.utoronto.ca/>

In fact, Instant Brands employees identified an opportunity to help heading into the holiday season: providing families with air-tight, reusable container sets to store meal leftovers and keep produce fresher longer, stretching grocery dollars further. As one component of its multi-pronged commitment to addressing food insecurity, Instant Brands donated approximately 30,000 pieces of its Snapware® food storage solutions to the eight partner organizations.

“Thanks to our partnerships with companies like Instant Brands, and our network of 285 partner organizations across the Inland Empire, we’re collectively working to get food into the hands of people facing hunger,” explained Carlos Medina, President and Founder of Vida Life Ministries in Bloomington, Calif., serving more than 48,000 families monthly. “People tell us that the amount of food they receive at our monthly USDA distribution events is even enough to share with their neighbors, which has a multiplying effect.”

Instant Brands invites anyone interested in supporting their communities this holiday season and beyond to visit their local food bank’s website to learn more.

### **About Instant Brands**

Instant Brands designs, manufactures and markets a global portfolio of innovative and iconic consumer lifestyle brands: Instant®, Pyrex®, Corelle®, Corningware®, Snapware®, Chicago Cutlery®, ZOID® and Visions.® With people-first and purpose-driven solutions in mind, Instant Brands is reimagining how people live, eat, connect, and play inside the home—and in the spaces where people gather. The Cornell Capital-backed company is headquartered in Downers Grove, Ill., and employs more than 2,000 people across four continents. Today, Instant Brands’ products are in millions of homes worldwide. For more information visit [Instant Brands](#) or join the community at [LinkedIn](#), [Instagram](#), and [Facebook](#).

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