



FOR IMMEDIATE RELEASE

**COMMUNITY FOODBANK OF NEW JERSEY RECEIVES 50,000 SERVINGS OF
TOP-QUALITY, NUTRITIOUS PASTA AND SAUCE
Hoboken Farms and Banza Team Up to Fight Hunger with Healthy Food**

HILLSIDE, NJ – July 5, 2017

Two great brands committed to using food as a prescription for health teamed up to support the Community FoodBank of New Jersey. Hoboken Farms and Banza donated about 7,100 pounds of sauce and 6,300 pounds of pasta, respectively – totaling approximately 50,000 servings for people in need across the state.

The partnership between Hoboken Farms and Banza – products that share the goal of enhancing the foods people already love with nutritious ingredients – aligns with the FoodBank’s initiative to address hunger as a health issue. The partnership is also a great initiative to link a food bank with high-quality food for people with specific health needs; both products are gluten free.

More than 1 million New Jerseyans struggle with hunger, and close to 340,000 of them are children. The FoodBank addresses the need by getting healthy food onto the tables of food insecure families, possible with support from generous donors like Hoboken Farms and Banza. This food reaches men, women and children through the FoodBank’s network of more than 1,000 community partners, including soup kitchens, food pantries, shelters and school programs.

“We are thrilled to be partnering with Hoboken Farms and Banza,” said Debra Vizzi, President and CEO of the Community FoodBank of New Jersey. “They exemplify companies that are local and grassroots, and they both have the health of our neighbors in mind with their products. Their sense of social responsibility to New Jersey and to the hungry make them a ‘best of class’ in this space.”

This donation of high-quality sauce and chickpea pasta impacts the lives of people across the state facing hunger and poverty who might otherwise struggle to provide healthy food for their families. In fact, 75 percent of the people the FoodBank serves often choose inexpensive and unhealthy food to get by.

Hoboken Farms sauces are certified non-GMO and gluten free, are low in sodium, have no added sugar and three times the olive oil as comparable products. Banza pasta is made from chickpeas, and serves as a simple swap for regular pasta. Banza’s non-GMO and gluten-free pasta has double the protein, four times the fiber and 40 percent fewer net carbs as regular pasta.

“Our mission is to make nutritious food more accessible,” said Brian Rudolph, co-founder and CEO of Banza. “We’re excited to help bring a better pasta to more people.”

“We are delighted to partner with Banza to provide our neighbors at the Community FoodBank of New Jersey with over 50,000 servings of ‘the most glorious sauce in the everlovin’ universe,’” said Brad Finkel, founder of Hoboken Farms. “This large donation of our healthy sauce is the perfect way to celebrate Hoboken Farms’ 25th farmers market season. As a proud local brand, we’re excited to share almost 5,000 donated jars of our beloved sauce with FoodBank families.”

The FoodBank will provide tastings of this nutritious duo for community partners picking up food from the Hillside warehouse (31 Evans Terminal) on Monday, July 10, 2017, at 1:30 p.m. The purpose of the samplings is to introduce representatives from local soup kitchens, food pantries and other agencies to this healthy combination and, in turn, encourage their clients to serve it to their families. Media are welcome to attend the sampling event.

ABOUT COMMUNITY FOODBANK OF NEW JERSEY:

The Community FoodBank of New Jersey, a member of Feeding America®, provides people across the state with food, help and hope. The FoodBank distributed over 43 million pounds of food last year to its more than 1,000 community partners including pantries, soup kitchens, emergency shelters, mobile pantries, and child and senior feeding programs. More than 4.7 million times a year, someone in need is fed by the FoodBank’s network of partners. For our neighbors, especially families, and for the volunteers and donors who support them, the Community FoodBank of New Jersey is the powerful change agent that fills the emptiness caused by hunger with the basic human essentials that people need to survive.

ABOUT HOBOKEN FARMS:

The Hoboken Farms line of Tomato Sauces, made with simple, farmers market-fresh ingredients, are available at Whole Foods Market, ShopRite, Kings, Bed Bath and Beyond, and a select group of independent retail shops. Their flagship sauce, Marinara, was named “Top Pick In The Country” by the Wall Street Journal. Hoboken Farms operates in 30 weekly farmers markets across New Jersey and New York. For over 25 years, the company has offered an expertly curated selection of locally baked artisan breads, fresh mozzarella cheese, and handmade pasta at their market stands. For more information about Hoboken Farms, please visit hobokenfarms.com.

ABOUT BANZA:

Banza, founded in 2014 by brothers Brian and Scott Rudolph, is on a mission to make nutritious food more accessible. Banza’s first product is a pasta made from chickpeas – with double the protein, four times the fiber and 40% fewer net carbs than traditional pasta. Seeking a healthier version of his favorite food, Brian started making chickpea pasta by hand in his kitchen. Since launching in 2014, Banza pasta has gained recognition as one of TIME’s 25 Best Inventions of 2015, and expanded to over 5,000 stores nationwide. For more information about Banza, please visit eatbanza.com.

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