



FOR IMMEDIATE RELEASE
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Contact:

Karen Doering, Community Engagement Coordinator
Channel One Regional Food Bank
Phone: 507-424-1705
Mobile: 507-461-1526
E-mail: karendoering@channel-one.org

Channel One Regional Food Bank Presents Donor of the Year Award to Reichel Foods.

Rochester, MN—(April 21, 2015)— Channel One Regional Food Bank announced today that the 2014 Donor of the Year Award was presented to Reichel Foods., a Rochester, MN based business, in a private ceremony earlier this month. In 1998, Reichel Foods began donating to Channel One shortly after they began production. Reichel Foods was created in 1997 after recognizing the need for an easy, quick snack alternative in today's grab and go world. Today, Reichel Foods has become the leader in its category by providing fresh, innovative, affordable products for families everywhere. Reichel Foods did not want to waste any of the imperfect food that they received and were unable to package. Instead a relationship with Channel One was developed and Channel One has been the beneficiary of carrots, celery, cheese, crackers, meat, and complete Dippin' Stix packs they are able to distribute to individuals in need. In the last five years alone, Reichel Foods has donated 882,907 pounds of food. Each year, Channel One Regional Food Bank recognizes a community partner with their Donor of the Year Award. The award is presented to a donor who has demonstrated a commitment to ending hunger through innovation, community awareness and product donation.

"It is an honor to receive such a distinguished award from an organization who is doing great things in our community. It is always my goal to give back and by partnering with Channel One, Reichel Foods is proud to make a difference." Craig Reichel, president and chief executive officer Reichel Foods.



Reichel Foods is presented the Channel One Regional Food Bank Donor of the Year Award during a small private ceremony. Pictured from left to right: Vince McCoy (Channel One), Craig Reichel (Reichel Foods), and Jennifer Woodford (Channel One Regional Food Bank Executive Director).

"We are incredibly grateful to Reichel Foods for their generous food donations and overall commitment to feeding people and changing lives," said Jennifer Woodford, Executive Director of Channel One Regional Food Bank. "Reichel Foods is truly a partner in our mission to help feed people in need."

Reichel Foods outstanding partnership with Channel One in the fight against hunger has made a significant difference in the lives of our neighbors in Southeast Minnesota and La Crosse County, Wisconsin. Channel One's work of providing food assistance to over 100,000 individuals throughout Southeast Minnesota and Western Wisconsin is dependent upon generous food donations from food growers, manufacturers and retailers throughout the organization's 14-county service area. Our work is greatly aided by donations received from Reichel Foods.

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Channel One Regional Food Bank, a member of Feeding America, is the largest hunger relief organization in Southeast Minnesota. The organization provides food assistance to low income individuals and families through the Channel One Food Shelf Program. Additionally, Channel One rescues surplus donated food product from the food industry and distributes the food to area food shelves, meal programs, group homes, and shelters throughout a 14-county service area in Southeast Minnesota and Western Wisconsin. In Fiscal Year 2013-2014, Channel One distributed approximately 9.3 million pounds of food to people in need.

Reichel Foods, Our mission is to produce innovative and convenient food products of the highest quality. We strive to become the employer of choice by fostering a positive work environment and developing employees to their greatest potential. Ultimately, we strive to become the business of choice by developing and maintaining valued and trusted relationships with our customers.