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## Boisset Family Estates Launches “Fight Against Hunger” Campaign to Help Combat Hunger in the U.S.

Unprecedented Need Highlighted as Inspiration for Family-Owned Winery to Provide a Minimum of 1.2 Million Meals through Sales of its Wines



**June 2009, San Francisco, CA ...** Boisset Family Estates and several of its portfolio of top quality wineries, including DeLoach Vineyards, Lyeth Estate, Oceana Estates Riesling, and French rabbit have once again decided to partner with the charity Feed The Children in Boisset’s “Fight Against Hunger” to help combat the sadly increasing problem of hunger in American families. **From July through December 2009, every bottle of wine from these four wineries will supplement three meals for a family in need in the U.S. when purchased through a participating retailer, restaurateur, or hotelier.**

In 2007, 1 in 8 Americans struggled with hunger, including 1 in 6 children, according to the latest government statistics.<sup>1</sup> As of March 2009, participation in the U.S. Government Food Stamp program has reached its highest levels ever<sup>2</sup>. As Tony Sellars, Director of Communications at Feed The Children, says: “We have been around since 1979, and this is unprecedented in terms of need.”

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<sup>1</sup> USDA. Mark Nord, M. Andrews, S. Carlson. *Household Food Security in the United States, 2007*. [www.ers.usda.gov/Briefing/FoodSecurity/](http://www.ers.usda.gov/Briefing/FoodSecurity/); and [feedingamerica.org/faces-of-hunger/hunger-101/hunger-and-poverty-statistics.aspx](http://feedingamerica.org/faces-of-hunger/hunger-101/hunger-and-poverty-statistics.aspx).

<sup>2</sup> Food Research and Action Center News Digest, Issue #11, March 20, 2009 [www.frac.org/digest/03.20.09.htm](http://www.frac.org/digest/03.20.09.htm)

Given the current global economic situation, the issue of hunger is more keenly felt than ever and Jean-Charles Boisset, President of Boisset Family Estates, believes strongly that with the integral connection between wine and food, it is essential for his family's company to contribute to a solution.

"The wine world is deeply connected to the harvest, agriculture and food – great wines are complemented by great meals, and thus, as part of the world of food and wine, we find it genuinely troubling to tolerate the existence of hunger among our friends and neighbors," says Boisset. "We know that now, more than ever, even families that have never thought to seek help before need assistance. That's why Boisset Family Estates has committed to providing a minimum of 1.2 million meals to U.S. families in need through our partnership with Feed The Children."

Helping address issues of hunger in America has been an integral part of Boisset's company mission since its previous partnership with Feed The Children, which resulted in more than 2.4 million meals provided to families in the US. "Feed the Children was an excellent partner in our initial campaign; they offered exceptional implementation and were one of the most action-oriented, dynamic organizations I have ever worked with," says Boisset.

Boisset chose to partner with Feed The Children for its excellent reputation, strong commitment to helping U.S. families in need, and its efficiency in delivering aid in communities in every corner of the U.S. The organization owns 55 trucks to deliver food directly to people in communities that need it the most. Feed The Children consistently ranks as one of the ten largest international charities in the United States, and 89% of its efforts are focused on helping U.S. families.

Boisset's retail, restaurant and hotel partners will feature special displays and promotions to publicize the winery's initiative, culminating in the delivery of at least eight truckloads of food to selected communities-in-need in the fall of 2009. More about Boisset's partners and the Fight Against Hunger can be found by visiting [www.boissetfamilyestates.com/fightagainsthunger](http://www.boissetfamilyestates.com/fightagainsthunger).

#### **About Boisset Family Estates**

Boisset Family Estates is an innovative, eco-minded, family-owned producer and importer of fine wines. Its goal is to express the qualities of its wines with an "*art de vivre*" and style that consistently honors provenance and enhances *terroir*, history, heritage and quality. The philosophy of uniting each wine with innovative packaging is a vision of sustainability and desire to provide wines for every moment, mode of consumption and occasion. With its roots in Burgundy, France, wineries on two continents and a U.S. office in California, Boisset is a leading producer of Pinot Noir and one of France's top exporters of premium wines. For more information on the company and its wineries, please visit [www.boissetfamilyestates.com](http://www.boissetfamilyestates.com).

#### **About Feed the Children**

Founded in 1979 by Larry and Frances Jones, Feed The Children is consistently ranked as one of the ten largest international charities in the U.S., based on private, non-government support. Feed The Children is a Christian, international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disasters. In FY 2007, Feed The Children distributed more than 135 million pounds of food and other essentials to children and their families in all 50 states and internationally, supplementing almost 800,000 meals each day. Since its founding, the organization has reached out to help those in need in 118 countries around the globe. For more information, please visit [www.feedthechildren.org](http://www.feedthechildren.org).

For more information about Boisset Family Estates' Fight Against Hunger campaign, or for images or interviews with Jean-Charles Boisset, please contact Kimberly Charles at Charles Communications Associates: [kcharles@charlescomm.com](mailto:kcharles@charlescomm.com) or 415.701.9463.

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