



Friday, December 3, 2010

FOR IMMEDIATE RELEASE

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CASA VISCO DONATES \$25,000 TO THE REGIONAL FOOD BANK OF NENY

Harvest Homestyle created to help feed the hungry

Casa Visco, a third generation family business located in Schenectady, New York donated \$25,000 to the Regional Food Bank of Northeastern New York to help feed people in need.

The check was presented by Adine Viscusi of Casa Visco at the Food Bank's Annual Auction Gala on November 19, along with Jerry Golub, President and CEO of Price Chopper and Gene Prout, Store Manager for Hannaford. The grocers partnered with Casa Visco again this year to sell *Harvest Homestyle*, a limited edition sauce created by Casa Visco for the purpose of donating 100 percent of the proceeds to the Food Bank to help feed the hungry. \$25,000 was also donated in 2009.

The Viscusi family has generously supported the Regional Food Bank for many years and created *Harvest Homestyle*, a thick, hearty flavorful sauce to help the Food Bank raise funds and awareness about hunger in our community throughout September, which is National Hunger Action Month, and during the fall season.

“Being able to provide a delicious healthy meal for your family is so important to me personally, and if I can help someone else feed theirs, the feeling is incomparable. There is such a strong connection between feeding your own family and helping to feed others right in your own community, it seemed like a natural fit, good for you and good for the soul,” said Adine Viscusi, of Casa Visco. “I am amazed with what the Food Bank can do with donations, turning every dollar they receive into \$10-12 worth of food for the ever increasing number of people in our very own communities who need help during these tough economic times.”

“The Viscusi family has supported the Food Bank in countless ways and their generosity has brought meals to thousands in our region,” said Mark Quandt, Executive Director of the Food Bank. “We are honored that they have created *Harvest Homestyle* to further support our mission. Their ongoing commitment is a wonderful example of the good work and big hearts of people in the food industry.”

About Casa Visco Finer Foods

Carmella and Joseph Viscusi, Sr. started Viscusi Wholesale Grocers, Inc., a small wholesale grocery business in 1941. At the request of their customers, they started to bottle and sell Carmella's famous homemade spaghetti sauce under the Casa Visco name. Since its humble beginning, Casa Visco has grown substantially. Casa Visco now operates a state of the art automated facility but the family's commitment to quality has not changed in 69 years, with a family member still overseeing each batch of sauce that is manufactured. Casa Visco's emphasis on the use of quality ingredients and homemade goodness has led to a TOP 10 national ranking by the Center for Science and Public Industry. Casa Visco sauces also have won numerous awards for "Best of Show" and "Best Tasting" at major industry trade shows.

About the Regional Food Bank of Northeastern New York

The Regional Food Bank has been helping to feed the poor and hungry in our communities since 1982. It is the only organization of its kind in northeastern New York. The Food Bank collects large donations of food from the food industry and distributes it to charitable agencies serving hungry and disadvantaged people in 23 counties. From Plattsburgh to Newburgh, in urban, rural, and suburban communities, the Food Bank provides more than 22 million pounds of food a year to over 1,000 agencies.



See photo attached. Photo credit: Joan Heffler

From left to right: *Gene Prout, Hannaford Supermarkets; Joanne Dwyer, Regional Food Bank, Adine Viscusi, Casa Visco; Mark Quandt, Regional Food Bank; Jerry Golub, Price Chopper Supermarkets*

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