**Celebrity Chef Robert Irvine Introduces “Better for You” Food Company with Exclusive Launch Partner, Giant Food**

*— The cost-effective partnership was commemorated with more than $25,000 in donations and sponsorships to USO-Metro as part of the companies’ shared philanthropic mission—*

**Washington D.C.** **(July 1, 2015)**— Chef Robert Irvine and Giant Food of Landover, Md., announced today that the renowned Chef’s new company of nutritionally improved food products will initially be available exclusively at Giant’s 168 stores throughout the mid-Atlantic region. The announcement was made at the O Street Market Giant store in Washington D.C. today, where both Chef Irvine and Gordon Reid, president of Giant Food of Landover, Md. launched the partnership. The celebrated Chef joined Mr. Reid in presenting a $25,000 donation to USO-Metro, generated from Giant’s March Giving Campaign. As part of the ongoing commitment by both organizations to support our nation’s military and their families proceeds from product sales will be donated directly through Chef Irvine’s own 501c3 organization, the Robert Irvine Foundation. Additionally, Chef Irvine announced that his foundation would sponsor USO-Metro’s upcoming monthly Warrior and Family Center Chef Dinners.

“Building this company and launching these products is one of the most important projects of my career to-date. It allows me to finally share some of my favorite foods with a healthier approach. These foods are perfect for busy families across the country who strive to improve their diet, but lack the time or resources to do it on their own,” said Chef Irvine. “I’m also very excited to be launching the line with Giant Food, who share my appreciation for and dedication to the U.S. military. Our partnership is the perfect example of how smart and efficient business practices can be used to benefit a greater good.”

As part of the limited, exclusive partnership, Chef Irvine’s all-natural crab cakes, as well as his reduced fat and calorie cheesecakes will be available in the frozen food section of Giant Food stores in Virginia, Maryland, Delaware, and the District of Columbia, with plans to introduce additional products from the food line in the coming months.

“Giant is proud to partner with Chef Robert Irvine and offer, exclusively to our shoppers, an exciting product line of nutritious and delicious family favorites that are easy to prepare,” said Gordon Reid, president of Giant Food. “This partnership is a natural fit, as both our organizations prioritize quality and recognize the importance of assisting U.S. military members and their families. We’re looking forward to growing this fruitful relationship.”

Throughout its 79-year history, Giant Food has remained committed to providing the highest level of quality, value, and service to its customers. Partnering with Chef Irvine is another example of Giant’s dedication to offering customers new and exciting products at affordable prices. Giant’s commitment to being a better grocer also includes being a better neighbor in the communities it serves. Giant is proud to engage with its communities to alleviate hunger, enhance education programs and health and wellness initiatives, as well as support service members and their families through organizations like USO-Metro.

Chef Irvine started the company last year with the goal to recreate some of his most popular, quick-and-easy meals with full family appeal by using healthier ingredients and without compromising taste. To accomplish this, he committed to partnering with some of the industry’s leading culinary experts and nutritional research and development firms. And to take his commitment to quality and nutrition even one step further, Chef Irvine determined to hold every product to the same nutritional standards used by the Food Program administered by the U.S. Department of Defense. Additional products offered by the company include, ultra thin multigrain pizzas, oven-roasted wings with signature sauces, and the Chef’s top-rated FIT Crunch protein bars. These products, as well as other products currently in development will be available at Giant Food and eventually rolled out to other retail locations nationally. For more information on nutritional values on the full line of food products, please visit [www.RoberIrvineFoods.com](http://www.RoberIrvineFoods.com).

**About Robert Irvine—** With more than 25 years in the culinary profession, Chef Robert Irvine has cooked his way through Europe, the Far East, the Caribbean and the Americas, in hotels and on the high seas. As the host of one of the Food Network’s highest rated shows, Restaurant: Impossible, Irvine saves struggling restaurants across America by assessing and overhauling the restaurant’s weakest spots. Irvine was previously the host of Food Network’s Dinner: Impossible and Worst Cooks in America, has authored two cookbooks, Mission: Cook! and Impossible to Easy, and one healthy living book, Fit Fuel: A Chef’s Guide to Eating Well and Living Your Best Life. Irvine is currently on tour with his new, interactive live show Robert Irvine Live, and appears regularly as an expert guest on national morning and daytime talk shows. Irvine recently established the eponymously named non-profit organization, The Robert Irvine Foundation, in an effort to support military personnel and their families. For more information on Chef Robert Irvine, visit [www.ChefIrvine.com](http://www.ChefIrvine.com).

**About Giant Food of Landover, Md.—** Giant Food LLC, headquartered in Landover, Md., operates 168 supermarkets in Virginia, Maryland, Delaware, and the District of Columbia, and employs approximately 20,000 associates. Included within the 168 stores are 159 full- service pharmacies. Giant opened the first supermarket in the nation’s capital on February 6, 1936. Giving back to the community is a cornerstone that was instilled by the founders more than 79 years ago. The company’s core areas of giving include hunger, education, health and wellness, and supporting service members and military families. In 2014, Giant’s monetary and in-kind contributions exceeded $14.9 million, and the nation’s capital grocer helped partners provide more than 88 million meals. For more information on Giant, visit[www.giantfood.com](http:// www.giantfood.com).

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