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SECOND HARVEST
of SILICON VALLEY

As new COVID-19 Restrictions Hit CA, Sierra Nevada Partners with Second Harvest of Silicon Valley to Fight to Fight Food Insecurity

As updated COVID-19 business restrictions hit the California economy, food insecurity – already affecting over 20% of American households – threatens to climb higher through the holiday season.





Chico, CA —Sierra Nevada Brewing Co. is partnering with local nonprofit Second Harvest of Silicon Valley to fight food insecurity and help the San Jose community impacted by the COVID-19 pandemic. The organization is one of many beneficiaries to receive funds from the \$1 Million dollars pledged to be donated this year by Sierra Nevada.

In August, Sierra Nevada unveiled its new program centered around the release of Dankful IPA, a generously hoppy beer launched to help the brewery raise awareness for a variety of nonprofits working to support local communities. A hoppy West Coast-style IPA, Dankful is now available at retail stores across the country. The beer is 7.4% ABV with 55 IBU's and resinous flavor notes of pine and tropical fruit.

“Our goal is to support communities in our backyard and beyond, with a focus on urgent needs for many people right now,” explained Sierra Nevada Vice President Sierra Grossman. “Dankful allows us to focus on what we do best: supporting the causes we believe in and brewing great beer.”

Second Harvest of Silicon Valley distributes nutritious groceries that are regularly delivered to the doorstep of homebound neighbors or can be safely picked-up from a low-touch drive-thru location. They are a healthy mix of staples that people can rely on as well as ingredients that can be turned into a traditional holiday meal, giving families a reason to celebrate.

Due to the prohibitively expensive cost of living in Silicon Valley and the economic downturn caused by the COVID-19 pandemic, hunger is at an all-time high, and Second Harvest is now serving twice as many people as they reached pre-pandemic.

The funds donated by Sierra Nevada will support Second Harvest's mission of ensuring that anyone who needs a healthy meal gets one. “When the pandemic hit our community, the number of people we served doubled in just a matter of weeks—from 250,000 people a month to half a million people a month,” said Leslie Bacho, CEO for Second Harvest of Silicon Valley. “With so many people in crisis all at once, particularly the low-wage workers who have been impacted the most by the economic crisis, it's so important that our neighbors get the nutritious food they need. We are incredibly grateful to Sierra Nevada for helping us provide groceries, and hopefully some reassurance, to so many people right now.”

Sierra Nevada is partnering with new nonprofits each quarter, allowing the brewery to be nimble and immediate in its efforts. “Rather than making donations contingent upon Dankful sales, we've committed to at least \$1 Million in donations over the next year,” explained Communications Director Robin Gregory. “This is a way to provide immediate support for nonprofits doing critical work in our communities.”



Philanthropy has long been an integral part of Sierra Nevada's DNA. During the start of the COVID-19 crisis, the brewery worked with Enloe Medical Center to produce VTM—a necessary tool for COVID testing. In 2018, the brewery organized Resilience Butte County Proud IPA, a crowdsourced fundraising effort that raised nearly \$10 million for the local community after the deadly Camp Fire.

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About Sierra Nevada Brewing Co.

Inspired by frequent trips to the Sierra Nevada mountain range, Ken Grossman founded Sierra Nevada Brewing Co. in 1980. Highly regarded for using only the finest quality ingredients, Sierra Nevada has set the standard for craft brewers worldwide with innovations in the brewhouse and in its sustainability efforts. The pioneering spirit that launched Sierra Nevada now spans both coasts with breweries in Chico, California and Mills River, North Carolina. Sierra Nevada is famous for its extensive line of beers including Pale Ale, Hazy Little Thing®, Torpedo® and a host of seasonal, specialty and limited release beers. Learn more at www.sierranevada.com.

About Second Harvest of Silicon Valley

Founded in 1974, Second Harvest of Silicon Valley is one of the largest food banks in the nation and a trusted nonprofit leader in ending local hunger. The organization distributes nutritious groceries through a network of more than 300 partners at drive-thru and walk-up sites across Santa Clara and San Mateo counties. Due to the prohibitively expensive cost of living in Silicon Valley and the economic downturn caused by the COVID-19 pandemic, hunger is at an all-time high. Second Harvest is now serving 500,000 people on average every month, which is twice as many people as they reached pre-pandemic. Second Harvest also connects people to federal nutrition programs and other food resources, and advocates for anti-hunger policies on the local, state and national levels. To learn more about how Second Harvest is responding to the incredible amount of need in Silicon Valley, visit shfb.org.