



Fratelli Fresh expands Feed the Front Line program, passes milestone of 3000 meals donated

EMBARGOED Monday, 18 May 2020: Fratelli Fresh has expanded its Feed the Front Line program to donate over 1000 meals each week to healthcare workers across Sydney as a token of appreciation for a profession at the front line of the Covid-19 pandemic.

International Nurses Day on Tuesday, 12 May marks the fifth week of the Feed the Front Line program, and a milestone of over 3000 meals donated by the well-known Italian restaurant group.

Fratelli Fresh launched Feed the Front Line in April with Sydney Local Health District. The program has expanded to include South Western Sydney Local Health District, Western Sydney Local Health District and St Vincent's Hospital, with over 900 meals being donated by the group each week.

In addition, businesses and individuals can donate \$10 meals via the Fratelli Fresh Grocer website – shop.fratellifresh.com.au. Over 600 meals have already been donated by customers, and are being added to weekly deliveries.

Fratelli Fresh will use the annual celebration of the nursing profession on Tuesday to set a target of 1000 customer meal donations, by the end of June.

Feed the Front Line is being ran out of the Fratelli Fresh flagship restaurant at Darling Harbour, with the support of Rockpool Dining Group and the Rockpool Foundation.

To donate a meal to a healthcare worker, follow these steps:

- 1) Go to shop.fratellifresh.com.au
- 2) Hit the Donate a Meal button at the top of the page
- 3) Select the number of meals and add to cart
- 4) Continue shopping, or proceed straight to the checkout

Rockpool Dining Group Chief Executive Officer Thomas Pash said he was incredibly proud of the Fratelli Fresh team's hard work in supporting Sydney's heroic healthcare professionals.

"Our Feed the Front Line program is a way to pay tribute to the healthcare profession's hard work, dedication and contribution to society, particularly at this strenuous time," Mr Pash said.

"We encourage businesses, families and individuals to jump on board and donate a \$10 meal, as we try to reach 1000 customer meal donations by the end of June."

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