

Kroger Makes Donation to Puerto Rico for Hurricane Relief and Celebrates Hispanic Heritage Month with Cultural Education, Diverse Suppliers, Fusion Recipes and "Muy Bueno" and "Latin Twist"
Author and Food Blogger Yvette Marquez
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Company invites customers to participate in Sazón Remix through October 15

CINCINNATI, Sept. 27, 2017 /PRNewswire/ -- The Kroger Co. (NYSE: KR) is inviting customers to celebrate [Hispanic Heritage Month](#) in its stores by sampling international eats and exploring Latin-inspired recipes through its [Sazón Remix](#) program. During the month-long celebration, customers can visit the bilingual website to download digital coupons and learn about Hispanic-influenced meal ideas, including Peruvian ceviche and Chilean empanadas.

"Each day, Kroger brings bold and exciting flavors and tastes from across the globe to the homes of more than 9 million customers," said Angel Colón, Kroger's senior director of diversity. "Hispanic Heritage Month gives us the opportunity to celebrate these exciting flavors, and equally important, spotlight Kroger's commitment to diversity within our supply chain and workforce."

National Hispanic Heritage Month is observed annually from September 15 to October 15. It is a time to celebrate and recognize the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America.

To support disaster relief in Puerto Rico, which is home to a [Kroger Specialty Pharmacy](#) location, the company is providing essential supplies and has pledged to match customer donations up to \$25,000 to benefit [American Red Cross](#) and its efforts to aid local families.

Partnering with Kroger for this year's Hispanic Heritage Month celebration is Yvette Marquez, Emmy-winning producer, chef, author, food blogger and founder of [Muy Bueno](#). Marquez is sharing weekly Latin-inspired cocktail recipes on her blog and [YouTube](#) channel that pair with Kroger's Hispanic-influenced meals.

Diversity and inclusion are key parts of Kroger's core values. As the company continues to expand, it is committed to ensuring that the diversity of the U.S. population is reflected in its business operations and associate talent. Kroger has a Hispanic associate resource group and is a member of the *Billion Dollar Roundtable* and the U.S. Hispanic Chamber of Commerce *Million Dollar Club*. Earlier this year, Kroger was named one of the top eight U.S. corporations for inclusion by OMINKAL (formerly Diversity Business).

In March 2017, Kroger announced Dan De La Rosa, president of the company's Columbus division, as its first Hispanic leader for an operating market. De La Rosa leads 120 stores and 22,000 associates.

De La Rosa stated, "Working for a company that embraces diversity makes me proud to be a Kroger associate of 37 years."

At The Kroger Co., we are dedicated to our purpose: to **Feed the Human Spirit™**. We are 450,000 associates who serve nearly nine million customers daily in 2,793 retail food stores under a variety of [local banner names](#) in 35 states and the District of Columbia. Our Family of Companies operates an expanding ClickList offering – a personalized order online service – in addition to 2,258 pharmacies, 783 convenience stores, 307 fine jewelry stores, 222 retail health clinics, 1,472 supermarket fuel centers and 38 food production plants in the United States. Our Company has been recognized as one of America's most generous companies for our support of more than 100 Feeding America food bank partners, breast cancer research and awareness, the military and their families, and more than 145,000 community organizations including schools. As a leader in supplier diversity, we are a proud member of the *Billion Dollar Roundtable*.

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SOURCE The Kroger Co.

Contacts: Kroger Contacts: Media: Kristal Howard, (513) 762-1304 or Investors: Kate Ward, (513) 762-4969

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