

# Food 4 Less/Foods Co. and Ralphs Team Up with County of Los Angeles, Federal Emergency Management Agency and Small Business Administration to Support Communities & Businesses Impacted by Wildfires

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Los Angeles, CA – Food 4 Less/Foods Co. and Ralphs Grocery Company are continuing their support for local communities impacted by wildfires through a new partnership with the Federal Emergency Management Agency (FEMA), the Small Business Administration (SBA), and County of Los Angeles. The partnership was developed to provide critical recovery resources for businesses, employees, and residents impacted by the recent wildfires. Resource stations will be set up at Ralphs and Food 4 Less stores in Malibu, Venice, and Pasadena—including the Food 4 Less location closest to the heavily impacted Altadena area, where an estimated 9,400 residential and business structures have been affected.

As part of this effort, FEMA and SBA representatives will be stationed at the following store locations to offer direct support between 9AM to 5PM PST until Saturday, February 8, 2025:

- Food 4 Less: 1329 N Lake Ave, Pasadena, CA 91104
- Ralphs: 910 Lincoln Blvd, Venice, CA 90291
- Ralphs: 23841 Malibu Rd, Malibu, CA 90265

At these locations, FEMA will provide essential information and resources for individuals and families impacted by the fires, while the SBA will assist affected businesses, homeowners and renters with financial guidance and recovery support.



??“We know how overwhelming recovery can be after a disaster, and we want people to know they’re not alone,” said Curtis Brown, Federal Coordinating Officer. “By working with Ralphs and Food 4 Less, we’re bringing support directly to the communities that need it most—making it easier for families and businesses to get the help they need to rebuild and move forward.”

This initiative is part of Ralphs and Food 4 Less/Foods Co.’s’ broader commitment to disaster recovery efforts, offering impacted associates and community members a direct link to federal assistance. Our primary role is to serve as a key access point for those seeking support.

In addition, Bracken’s Kitchen will be on-site at the Pasadena Food 4 Less throughout the week, continuing their mission to provide free, hot meals to those affected by the fires, offering much-needed nourishment and support to the community\*.

“As a community-driven organization, we are dedicated to helping our associates, customers, and local businesses recover in the wake of these devastating wildfires,” said Salvador Ramirez, corporate affairs manager at Food 4 Less/Foods Co. and Ralphs Grocery Company. “By teaming up with FEMA and the SBA, we’re ensuring our stores serve as accessible resource hubs for those in need during this challenging time.”

In response to the fires, Food 4 Less/Foods Co., Ralphs Grocery Company, and The Kroger Family of Companies (NYSE:KR) have been working to provide essential support, delivering food, water, and supplies to evacuees, firefighters, and first responders. The Kroger Family of Companies is also raising \$1 million for disaster relief and recovery, including \$500,000 in company matching funds for customer donations to the American Red Cross and Feeding America’s local food banks.

\*While supplies last.

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About Food 4 Less/Foods Co.:



We are dedicated to our purpose: to Feed the Human Spirit™. Food 4 Less/Foods Co is more than 9,000 associates serving customers in 121 price-impact, warehouse-format supermarkets under the banners Food 4 Less in Southern California, Illinois and Indiana, and Foods Co in Central and Northern California. From the company's headquarters in Los Angeles County, Food 4 Less is a recognized leader in community service and giving. The company supports Kroger's Zero Hunger | Zero Waste initiative aimed at ending hunger in our communities and eliminating waste within our company by the year 2025. Food 4 Less is a subsidiary of The Kroger Co., (NYSE:KR), one of the world's largest retailers, based in Cincinnati, Ohio. For more information about Food 4 Less/Foods Co, please visit our websites at [www.food4less.com](http://www.food4less.com) and [www.foodsco.com](http://www.foodsco.com).

#### About Ralphs Grocery Company:

Ralphs Grocery Company is dedicated to our purpose: to Feed the Human Spirit™. We are more than 18,000 associates serving customers in 184 supermarkets across Southern California. From the company's headquarters in Los Angeles County, Ralphs is a recognized leader in community service and giving. The company supports Kroger's Zero Hunger | Zero Waste initiative aimed at ending hunger in our communities and eliminating waste within our company by the year 2025. Ralphs is a subsidiary of The Kroger Co., (NYSE:KR), one of the world's largest retailers, based in Cincinnati, Ohio. For more about Ralphs, please visit our website at [www.ralphs.com](http://www.ralphs.com).



**FEMA**

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