

ADRIANE BERG'S  
GENERATION**bold**

MARKETING, ADVERTISING, BRANDING & SALES  
TO REACH BOOMERS & ACTIVE SENIORS



## Golden Cuisine Sends Senior Meals To Haiti

Pendergass, Georgia  
Contact Adriane Berg  
(908)236-8148

“In a crisis, older adults often suffer more than any other group”, says, Chuck McAtee, CEO of Golden Cuisine, a national food company providing nutritionally sound frozen meals to seniors. “We have seen this with Katrina, and now we learn that some of the relief food being shipped to Haiti may not be appropriate for senior health.

We at Golden Cuisine are committed that the older victims of this tragic earthquake receive the relief that they need.”

Last week, Golden Cuisine and McAtee shipped three thousand pounds of senior friendly food to Rockland County, New York, where the palettes continued on their journey to five towns in Haiti. The project was administered by the Rockland Haiti Relief Campaign team, operating out of Rockland County, New York, one of the largest Haitian communities outside of Haiti, itself.

“Golden Cuisine made the container ship in the nick of time,” says Adriane Berg, a Golden Cuisine spokesperson who is in the process of contacting other senior food vendors to make similar contributions to ship in the spring.

“The Golden Cuisine food packing plants in North Carolina and Georgia went into action to get the food ground shipped to Rockland, New York, and from there to the Haitian villages. It was wonderful that we could count on relatives of the disaster victims to be on site in Haiti to distribute the food.”

McAtee predicts that what Golden Cuisine did will resonate throughout the senior food community. “We are a niche industry and we all really care about our senior citizen customers,” says McAtee. “Most of us in senior food are smaller companies. We can act quickly and we will continue to rally around the Haitian cause.”

To learn more about forming grass roots public/private partnerships, creating shelf stable disaster meals, or senior nutritional needs, contact Adriane Berg at [adrianeberg@msn.com](mailto:adrianeberg@msn.com), or visit [www.GoldenCuisineDirect.com](http://www.GoldenCuisineDirect.com).