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Healthier Generation Partners with Del Monte Foods to Help Families Ease into Healthy Back-to-School Routines

Chef Lovely, star of *Lovely Bites*, will headline campaign with resources to support parents and caregivers through August and beyond



(NEW YORK, NY) August 15, 2023 – Today, Alliance for a Healthier Generation (Healthier Generation) announced its campaign, “Easing Back into Routines with Del Monte Foods,” which provides guidance and inspiration for parents and caregivers to create affordable, nourishing, and appealing snacks and meals during the busy back-to-school season. The campaign features [kid-friendly recipes and activities](#) to foster family connections, as well as a live cooking demonstration with [Chef Lovely](#), a celebrated LA chef and host of *Lovely Bites* on Hulu, Discovery Plus, and OWN.

In 2022, Healthier Generation and Del Monte Foods, Inc. launched the [Nourishing Families by Nourishing Schools](#) program to foster family connections over shared meals. This campaign builds upon the program’s goal to support the health and wellness of youth and their families across the country. In a



recent American Heart Association [survey](#), 91% of parents reported that their families are significantly less stressed when they regularly share meals together. A study published in [JAMA Network Open](#) also found that eating meals with family members is associated with a better diet overall, especially among adolescents.

"In the first weeks of the school year, it's important to set children up for stress-free and successful learning by fostering a strong sense of belonging at home," said Kathy Higgins, chief executive officer at Healthier Generation. "Our resources will ease the entire family into the new academic year with a focus on nutrition, convenience, and the positive impact of shared meals on children's ability to thrive at school."

"Busy parents shouldn't have to stress out about getting dinner on the table," said Bibie Wu, chief marketing officer for Del Monte Foods, Inc. "That's why we have partnered with Alliance for a Healthier Generation to help make at-home meals easy, affordable, and importantly family friendly too. That way everyone can enjoy meals that are family-pleasing and full of goodness."

To learn more about the campaign and find easy after-school snacks and weeknight dinner recipes and activities, visit HealthierGeneration.org/DelMonte.

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About Alliance for a Healthier Generation

Alliance for a Healthier Generation is a leading children's health organization that advances equitable whole child health. Driven by our passion to ensure that every mind, every body, and every young person is healthy and ready to succeed, our work has reached over 31 million young people across the country. To learn more and help make a difference, visit HealthierGeneration.org and join us on [Facebook](#), [Twitter](#), and [Instagram](#).

About Del Monte Foods

For more than 135 years, Del Monte Foods, Inc. has been driven by our mission to nourish families with earth's goodness. As the original plant-based food company, we're always innovating to make nutritious and delicious foods more accessible to consumers across our portfolio of beloved brands, including Del Monte®, Contadina®, College Inn®, JOYBA®, Kitchen Basics®, and S&W®. We believe that everyone deserves great tasting food they can feel good about, which is why we grow and produce our products using sustainable and earth-friendly practices for a healthier tomorrow.

Del Monte Foods, Inc. is the U.S. subsidiary of Del Monte Pacific Limited (Bloomberg: DELM SP, DELM PM) and is not affiliated with certain other Del Monte companies around the world, including Fresh Del Monte Produce Inc., Del Monte Canada, or Del Monte Asia Pte. Ltd. For more information about Del Monte Foods and our products, please visit www.delmontefoods.com or www.delmonte.com.