

PRESS RELEASE

Mensajeros de la Paz and Shukran Foods celebrate another year of “A different New Year's Eve”, distributing 150 solidarity dinners among the people in need.

- **The solidarity dinner took place on New Year's Eve at Father Angel's San Anton Church. This initiative reflects Shukran Foods' commitment to the community and seeks to raise awareness about the importance of collaboration in the fight against hunger.**

Madrid, January 03, 2024 - On New Year's Eve, Shukran Foods joined forces with Mensajeros de la Paz to carry out a solidarity initiative under the slogan “A different New Year's Eve”. In this collaboration, 150 solidarity dinners were distributed in the Church of San Antón, an emblematic space that serves as a shelter and meeting place for those in vulnerable situations.



This is a charity action in which the company has been collaborating for years, and in which all of the company's employees participate. “In this season of festivity and reflection, we feel fortunate to join forces with Mensajeros de la Paz to create a “Different New Year's Eve”.” Explains Patricia Gallego, CEO of Shukran Foods. “We believe it is our duty to extend our hands to make a real difference in the lives of those facing significant challenges. This collaboration is not only an altruistic gesture, but a reminder that even in the midst of celebration, there are those who struggle for the basics: a warm meal and a night without hunger. Helping



to alleviate those struggles is what truly gives meaning to these special dates.”

“A Different New Year’s Eve”: A commitment to solidarity

“A Different New Year’s Eve” campaign encapsulates Shukran and Mensajeros de la Paz’s joint commitment to creating meaningful experiences during the holidays. The distribution of solidarity dinners not only sought to alleviate hunger but also to inspire the community to embrace solidarity as a core value.

The solidarity dinner this year consisted of broth for the first course, stewed meat in gravy with mashed potatoes for the second course, bread, juice and sponge cake for dessert and nougat. A complete and healthy menu containing all the nutrients necessary for a balanced diet.

How to contribute: Join the “Different New Year’s Eve” campaign and make a difference

The “Different New Year’s Eve” campaign continues to resonate, and Shukran Foods extends an invitation to all to join this solidarity movement. Those who wish to contribute can do so through donations at <https://mensajerosdelapaz.com/dona/> or by expressing their interest in volunteering for future solidarity activities.

About Shukran Foods

Shukran Foods was born in 2010 with the opening of several restaurants. It is a reference company in the food sector, specialized in healthy vegan products. The products and recipes that complete Shukran’s offer are elaborated in its own 1000 square meter bakery, where the latest technology is combined with craftsmanship. Currently, its products are distributed in more than 500 points of sale. <http://shukran.es/eng>

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