



**THAT'S IT. PARTNERS WITH LOS ANGELES REGIONAL FOOD BANK TO BRING FOOD TO THOSE IN NEED BEFORE THE CHRISTMAS HOLIDAY**

*Families in need are encouraged to attend Cerritos College food distribution on December 22*

(LOS ANGELES, CA: DECEMBER 17, 2021) Los Angeles-based healthy snacking company [That's it.](#) announced today that it will sponsor a food distribution in partnership with Los Angeles Regional Food Bank (LARFB) on December 22, 2021 from 9 – 11 a.m. at Cerritos College (11110 Alondra Blvd., Norwalk, CA 90650). That's it. and the Food Bank will distribute 50 – 80-pound food kits, complete with protein, fresh produce and shelf-stable items, in addition to a selection of nutritious, all-natural Fruit Bars from the That's it. snack portfolio.

During the second holiday season of the pandemic, we are still seeing that one in five people in Los Angeles are currently experiencing food insecurity. Although these figures represent a dip in need for food assistance since the height of the pandemic, LARFB has reported need levels at double what they were in 2019<sup>1</sup>. High levels of pandemic-induced inflation is further complicating the struggle for some families to put food on the table, with the U.S. Bureau of Labor Statistics reporting a 5.3% increase in the price of food from October 2020 to October 2021<sup>2</sup>.

"While we're relieved to see a dip in food insecurity since the last holiday season, we're not out of the woods yet – and many of our neighbors in Los Angeles are still struggling," said That's it. Founder & CEO Dr. Lior Lewensztain. "We're grateful for the opportunity to partner with the incredible team at Los Angeles Regional Food Bank again this year to join their continued mission to fight hunger in Los Angeles County, and encourage our fellow Angelenos to join us at Cerritos College on December 22."

That's it. continued its effort to bring real nutrition and healthy snacks to those in need by sponsoring the recent holiday distribution event for Baby2Baby, the national non-profit organization that has donated 200 million diapers and other essentials to families in need over the last decade. The December 11, 2021 distribution was held at SoFi Stadium, where warm clothing, winter coats, That's it. Fruit Bars, blankets, groceries, soap, diapers, toys and more were provided to families in the Inglewood area who have been severely impacted by the pandemic. Baby2Baby ambassadors and supporters Jessica Alba, Eiza Gonzalez, Chrissy Teigen, John Legend, Vanessa Bryant, Ali Wong, Julie Bowen, Rachel Zoe, Monique Lhuillier, Sara Foster and more were on hand to distribute these critical items.

**Link to download high-res Getty images (Please credit Michael Kovac / Getty Images):**

[Link for photos](#)

**About That's it.:**

That's it. is dedicated to making delicious, convenient, plant-based super snacks from only the purest ingredients, and completely free from the top 12 allergens. Since 2012, it has been innovating the natural foods category in the United States with its portfolio of simple and nutritious snacks made from real, whole foods. That's it. transparently makes *Snacks Without Secrets*, with all items containing six ingredients or less. Its flagship Fruit Bars, now the #1 fruit bar in America, contain only fruit. That's it. You can find That's it. nationwide at your local Starbucks, at major retailers such as: Target, Whole Foods, Costco, 7-Eleven,

<sup>1</sup> <https://losangeles.cbslocal.com/2021/11/25/families-across-southland-struggling-with-food-insecurity-this-holiday-season/>

<sup>2</sup> Bureau of Labor Statistics, U.S. City Average

Walmart, VONS, CVS and Kroger, and online at Amazon and [www.thatsitfruit.com](http://www.thatsitfruit.com). Learn more on [Instagram](#) and [Facebook](#).

### **About the Los Angeles Regional Food Bank**

The Los Angeles Regional Food Bank has been mobilizing resources to fight hunger in Los Angeles County since 1973. To support the Food Bank's vision that no one goes hungry in Los Angeles County, food and grocery products are distributed through a network of 700 partner agencies and directly to families, seniors and children through direct distribution programs. The Food Bank has distributed more than 1.5 billion pounds of food, the equivalent of 1.2 billion meals, since 1973. In response to the Coronavirus crisis, the Food Bank has more than doubled food distribution, and now reaches more than 900,000 people every month. The Food Bank is a 4-star rated charity by Charity Navigator. For more information, visit [LAFoodBank.org](http://LAFoodBank.org).

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