



## Soupergirl's "Fair Food" Gazpachos Launch Today in Select Whole Foods Market Stores

***Soupergirl's Gazpachos Are The First Packaged Food Products Certified As "Fair Food"***

**ROCKVILLE, MD, June 15, 2022** – Starting today, [Soupergirl's](#) "Fair Food certified" gazpachos are available in select Whole Foods Market stores. Today at the Whole Foods Market in Rockville, customers are invited to sample and celebrate the launch of Soupergirl's Tomato Gazpacho and Spicy Tomato Gazpacho--the first packaged food products sold as part of the [Fair Food Program](#), a national effort to end rampant migrant-labor abuse.

"We are so proud to sell Soupergirl's gazpachos at Whole Foods Market and hope more brands and retailers are encouraged to get behind the Fair Food Program mission," said Erik Brown, Executive Leader of Produce at Whole Foods Market. "We can't wait for our customers to enjoy these delicious products and learn more about the work that goes into the Fair Food label."



Free samples of Soupergirl's Tomato Gazpacho and Spicy Tomato Gazpacho will be available to customers today at the Whole Foods Market at 11355 Woodglen Drive in Rockville, from 1-3 pm ET, while supplies last. Sara Polon, CEO of Soupergirl will speak at the launch, along with representatives of the Coalition of Immokalee Workers (CIW), the worker-based non-profit organization that fights labor abuse on farms.

Too many farm laborers in America who pick our fruits and vegetables are routinely abused, with the Justice Department charging two dozen defendants in November for engaging in what it calls "modern-day slavery." Soupergirl, the Washington, DC-based soup and gazpacho company, is fighting back--and trying to initiate much-needed change in the food industry.

The Fair Food label you will find on Soupergirl's gazpachos certifies that the tomatoes used to make them are grown on farms that maintain the highest level of protection for the human rights of the men and women who harvested them. The national program is run by the [Coalition of Immokalee Workers](#) (CIW), the worker-based non-profit organization that fights labor abuse on farms.

"We are honored to sell the first packaged products in America that contain only Fair Food tomatoes, ensuring that the farm workers who picked those tomatoes were protected against the inhumane treatment that is so common in agriculture," said Polon, CEO of Soupergirl. "But

we are a small company and hope that we are only the first of many, many firms that commit to source Fair Food and thus advance fair practices and safety for migrant workers on a larger scale.”

**About Soupergirl:**

Soupergirl is a Washington, DC-based soup company with a mission to change the world, one bowl of soup at a time. Founded in 2008 by a mother-daughter duo, the company cooks plant-based, healthy, certified-kosher soups and gazpachos. Soupergirl soups are sold at Kroger, Whole Foods, Costco, Giant Delivers, Harris Teeter, and other leading food stores. Soupergirl proudly ships its soups to your door, too. Soupergirl’s founders have been featured on national television including ABC’s *Shark Tank*, NBC’s *Today Show*, and CBS’s *The Dish*. To order and learn more, please visit: [www.soupergirl.com](http://www.soupergirl.com)