# Meijer Brand Purchases Will Help Support Midwest Food Pantries This Thanksgiving

*From Nov. 22–28, customers who purchase eligible Meijer brand foods can generate up to 4 million meals for local food pantries*

GRAND RAPIDS, Mich., Nov. 18, 2026 /PRNewswire/ -- This Thanksgiving, Meijer is making it easy for customers to help feed their neighbors in need while shopping for their holiday meal. From Nov. 22–28, 2026, the retailer will contribute the equivalent of one meal to its Simply Give hunger relief program for every purchase that includes an eligible Meijer brand, Frederik's by Meijer, True Goodness by Meijer or Purple Cow food item, up to 4 million meals.*

Now in its fifth year, the Meijer Simply Give Thanksgiving initiative turns customers' grocery purchases into support for local food pantries across the Midwest, helping families facing food insecurity.

"As families gather around the table this Thanksgiving, we're proud to support the Midwest food pantry partners who work every day to meet the unique needs of their communities," said Ray Hancart, Vice President of Communications & Community Engagement at Meijer. "Simply Give is about standing alongside these organizations and offering our support so they can focus on what they do best: making sure our neighbors have somewhere to turn when they need help."

Since launching in 2008, the Meijer Simply Give program has given more than $100 million in donations to support local food pantry partners. The year-round program supports nearly 600 food pantries across the Midwest, helping them purchase the foods and essentials best suited to the families they serve. Donations stay in the communities where they are made, connecting customer generosity with needs close to home.

"Our own brands bring together the quality customers expect and the unbeatable value they count on, helping them make the most of their grocery budgets without compromising on the holiday meals they love," said Tameka Carr, Vice President of Own Brand at Meijer. "Together, we can make an even greater impact, and we're inviting our customers to join us in doing more good for our community through the Meijer Simply Give Thanksgiving campaign."

The opportunity to support communities in need continues beyond Thanksgiving with the Meijer Simply Give Double Match Day on Saturday, Dec. 12, 2026. For every $10 donation card purchased that day, Meijer will contribute an additional $20, turning each customer's $10 gift into $30 in support for local food pantry partners during the holiday season.

**The Thanksgiving purchase initiative runs Nov. 22–28, 2026. Meijer will contribute the equivalent of one meal for every purchase that includes eligible Meijer brand food, up to 4 million meals. Exclusions include Meijer brand general merchandise, including drugs, pet, and consumables products, Fresh from Meijer, and Penny Smart items. One meal equates to 25 cents. Meal calculation is based on the approximate average cost of a meal from select food pantry partners across the Meijer footprint.*

**About Meijer:** Meijer is a privately owned, family-operated retailer that serves customers at more than 500 supercenters, grocery stores, neighborhood markets, and express locations throughout the Midwest. As the pioneer of the one-stop shopping concept, more than 70,000 Meijer team members work hard to deliver a friendly, seamless in-store and online shopping experience featuring an assortment of fresh foods, high-quality apparel, household essentials, and health and wellness products and services. Meijer is consistently recognized as a Great Place to Work and annually donates at least 6 percent of its profit to strengthen its communities. Additional information on the company can be found by visiting newsroom.meijer.com.

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