

# Shining Extra Light on Black-Owned Businesses

At Meijer, one of our goals is to have our stores reflect and represent our customers and communities. That's why, for Black Business Month, we're championing some of our Black-owned business partners on our shelves, social media, and website to recognize and support the hard work that goes into them – and have the honor of introducing our customers to the next must-have items on their grocery lists.

“Partnering with Meijer has given consumers more accessibility to BLK & Bold as they prioritize shopping with businesses that represent them and what they care about,” said Rod Johnson, co-founder of [BLK & Bold](#), a coffee and tea company that gives 5 percent of its profits to organizations benefiting underserved youth. “Meijer has been intentional to make sure our products are visible and readily available for customers.”

We know there is a valuable story behind every small business and its leaders. Black Business Month gives us an opportunity to uplift these stories, missions and cultures that deserve to be heard and celebrated, like [Mrs. Pruitt's Gourmet CHA CHA](#), a line of delicious relishes and condiments that all started with a recipe created by Ma Pruitt in the 1830s.

“Celebrating the end of harvest season, families and friends would gather and enjoy making CHA CHA, a dish that hits the soul and makes you smile,” said Linda Kay Pruitt, Founder and Owner of Mrs. Pruitt's Gourmet CHA CHA. “Mrs. Pruitt's Gourmet CHA CHA is helping to revive this sentiment, to bring back memories of rich, Black culture.”

As part of our mission to enrich lives in the communities we serve, we believe it's important that everyone has access to the table of opportunity.


“It's integral to our mission to promote diversity throughout our stores,” said Carla Hendon, Meijer Director of Supplier Diversity and Indirect Procurement. “We're pleased to offer high-quality products from Black-owned businesses not just during this month but every month to ensure our customers see themselves and their communities reflected on our shelves.”

We're continuously building and growing partnerships with so many diverse suppliers. We hope the added in-store displays and online promotions encourage customers to try new products and shop Black-owned businesses throughout the year.

“It means the world to know that a grocery chain like Meijer is putting our product in the hands of so many customers,” Ibraheem Basir, [A Dozen Cousins](#) Founder & CEO shared. “The more supermarket shelves reflect the richness and diversity of food, the better for all of us!”

Learn more and [shop the featured Black-owned businesses](#) this month, and all year round, in store at your local Meijer or online through Meijer Pick Up or Home Delivery.

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Additional assets available online:  [Photos](#) (7)

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