



Media Contacts:

Aaron McClung, AM Agency, [aaron.mcclung@discoveram.com](mailto:aaron.mcclung@discoveram.com), 817-896-1865

Mel Weitzel, Business Accelerator Team, [mweitzel@thebateam.com](mailto:mweitzel@thebateam.com), 602-402-909725

**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

## **VAN'S KITCHEN CELEBRATES ITS HERITGE WITH NATIONAL EGG ROLL DAY**

*It's Not Too Late to Promote Diversity on June 10*

**DALLAS, TX (May 19, 2022)** – Van's Kitchen, a certified women-owned and minority-owned egg roll manufacturer is once again celebrating National Egg Roll Day June 10. The event was established to honor the company's founding and this fourth annual event commemorates 36 years of creating delicious egg rolls since its founding in 1986.

Carl Motter, CRO of Van's Kitchen, said, "National Egg Roll Day is an extraordinary day and a fantastic opportunity to bring egg roll lovers together, raise awareness and promote the diverse Asian culture. We encourage everyone to celebrate this unique eating occasion by stocking Van's Kitchen egg rolls in the refrigerator case or on the roller grill or both and taking advantage of promotional opportunities."

In addition to offering promotional materials, Van's Kitchen is also honoring the annual holiday by giving back. They will be donating nearly 100,000 egg rolls, equivalent to more than 50,000 meals, to North Texas Food Bank and a portion of the company's egg roll proceeds throughout the month of June will be donated to Van's Kitchen's charity partners (its own Van's Cares Fund, and No Kid Hungry).

To help and encourage retailers' participation in National Egg Roll Day and stock up on the fun, Van's Kitchen offers promotional opportunities, including window clings, roller grill tags & lollipops, decals, and editable theme artwork and social graphics. Additionally, consumers can access activities for kids (including a coloring sheet and egg roll garland), a beer & wine flight and family-friendly recipes to enjoy.

Retailers in the convenience-store segment should reach out to their appropriate regional broker – KC Krafts for the West, TCM (Total Convenience Marketing, Inc.) for the East, Southeast and South and CSM Sales for the upper Midwest -- or contact Van's Kitchen directly at [www.vanskitchen.com](http://www.vanskitchen.com). Retailers also should not miss the opportunity to talk with Van's Kitchen one-on-one at IDDBA June 5-7 at Booth #5125 about their products and future events.

More information about Van's Kitchen's National Egg Roll Day retail client promotions can be found at <https://www.vanskitchen.com/nerd-promotion-2022/>. National Egg Roll Day consumer activities can be found at <https://www.vanskitchen.com/nerd-2022/>.

## **ABOUT VAN'S KITCHEN**

Van's Kitchen, the flagship brand of VAN Oriental Food, was founded in 1986 by Van and Kim Nguyen – immigrants from Vietnam. In 2014 the company was transitioned to their daughter Theresa and her husband Carl Motter who carry on the family-oriented, relationship-based tradition and lead the company as CEO and CSO, respectively. A certified Women-Owned and minority-owned egg roll manufacturer, Van's Kitchen supplies over 10,000 supermarkets and convenience stores nationwide.

Van's Kitchen believes that all people are Made to Love, and everything they do is a representation of this. At Van's Kitchen employees show up each day with the purpose of empowering underdogs, outsiders, and the 'least of these' to rise up, conquer challenges and fulfill their dreams. No matter one's gender, nationality, age, or class, everyone deserves a seat at the table, whether it is the dinner table or the table of opportunity.

For more information about Van's Kitchen visit: [www.vanskitchen.com](http://www.vanskitchen.com)