



FOR FOUR GENERATIONS THE FRANK FAMILY HAS PRODUCED WINES OF THE HIGHEST *quality* IN THE TRADITION OF THE *legendary* DR. KONSTANTIN FRANK, "*Father of Vinifera*" IN THE EASTERN UNITED STATES.

DR. KONSTANTIN FRANK WINERY PARTNERS WITH PRO ACTION'S HOPE CENTER KEUKA FOOD PANTRY

FOR IMMEDIATE RELEASE

Dr. Konstantin Frank Winery has committed to monthly donations to Pro Action's Hope Center Keuka Food Pantry. The charitable donations will be retroactive starting March 1st, 2020 and continuing indefinitely. Pro Action of Steuben and Yates Inc. is the federally and state-designated Community Action Agency for Steuben and Yates Counties. It is the largest and longest-standing organization dedicated to addressing the causes and conditions of poverty in these communities.

"Partnering with a local non-profit has been on my mind recently and this pandemic has made it much more of a priority. There are so many families in our community that are struggling financially right now and to compound the situation, many of the local food pantries have lost their traditional fundraising channels and donors," explains Meaghan Frank.

Yates County had struggled with poverty and food insecurity even before the COVID-19 pandemic and this situation has become graver due to the economic crisis we are currently facing. The fourth-generation Frank was recommended the Hope Center Keuka Food Pantry by a friend who is involved with many charitable organizations in the area. When Meaghan Frank learned about the funding issues the Keuka Food Pantry was facing, she reached out to the Director of Pro Action, Laura Rossman.

"The Hope Center Keuka Food Pantry opened its doors in October of 2017 after conducting an extensive community needs assessment identifying food insecurity as the largest need of the county," states Pro Action Director Laura



Rossman. "Donations from Dr. Konstantin Frank Winery will go directly to supporting and sustaining the Hope Center and meeting the basic need of food for struggling individuals and families in Yates County."

Families who visit the pantry leave with a 5-day supply of food, or an equivalent of 15 meals, based on the USDA MyPlate recommendations and the requirements of the Hunger Prevention and Nutrition Assistance Program (HPNAP). The Keuka Food Pantry uses a "choice" model which gives customers a choice in each of 3 food groups including grains, vegetables, fruits, and protein (meat, non-meat, and dairy). A client choice pantry allows families to select their food instead of receiving a pre-packed or standard bag of groceries. They do not take items they already have, do not like, or cannot

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DR. KONSTANTIN FRANK WINERY

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eat for health or personal reasons. The client choice model upholds the dignity of families, helps meet their health and dietary needs and limits food, leaving the rest for others.

“Extending a hand to our neighbors in need is the only way we are going to get through this crisis,” says Meaghan Frank. “Our donations to the Hope Center Keuka Food Pantry are inspired by a selection of wines called our Helm Series. The four women for whom these wines are named for all made tremendous sacrifices for our family and winery. I hope they would be pleased to know that the example they set will live on to help those in a desperate situation.”

The Helm Series honors four great women: Hilda Frank Volz (Konstantin’s daughter), Eugenia Frank (Konstantin’s wife), Lena Frank (Konstantin’s youngest daughter), and Margrit Frank (Konstantin’s daughter-in-law). These wines represent

our most distinctive styles that are made from exceedingly old vineyard sites and from our highest quality barrels.

“Having this partnership with Dr. Konstantin Frank Winery means that we will be able to continue to address food insecurity in Yates County. Collaborations with local businesses like theirs means that we are all one community that works together building resilience and ensuring individuals and families meet their basic needs, and prosper,” exclaims Laura Rossman.

Discussions between Meaghan and Laura touched on the interesting point that this partnership is based on food and wine as an agricultural product. Meaghan adds, “The distinction is that we don’t technically need wine to live but it certainly makes life a little bit better!”



About Dr. Konstantin Frank Winery

Now in its fourth generation, Dr. Konstantin Frank Winery is one of the most prestigious wineries in the Finger Lakes wine region since 1962. Located on Keuka Lake a few miles north of Hammondsport, Dr. Konstantin Frank Winery has long been associated with the New York wine revolution. Its founder, Dr. Konstantin Frank, helped pioneer the introduction of the European *vitis vinifera* grapevines in the eastern United States. The vineyards on Keuka Lake are home to some of the oldest vines in the U.S. with the 2nd oldest Pinot Noir vines in America.

About Pro Action

Pro Action serves as an umbrella agency that provides the overall leadership, policy guidance, coordination, and support necessary to successfully offer a wide array of essential services and actively contribute to local initiatives that are critical to building our community’s capacity for positive change. Pro Action programs reach all age groups in the community, from pre-natal to the senior population. Long-standing programs include Head Start, Early Head Start, the Women, Infants, and Children’s Program (WIC), Child Care Resource and Referral, Senior Nutrition, Office for the Aging (Yates County only) and the New York State Weatherization and Home Energy Assistance Programs. Additionally, Pro Action is home to a network of community-based family resource centers; adult/ youth employment; adult/ family literacy; teen pregnancy prevention; and home visiting programs.

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