



# Salt & Straw

We teamed up with Salt & Straw to develop the *Rescued Food* series, a limited edition menu featuring surplus produce. Salt & Straw donated the proceeds from all sales of these flavors.

## Change You Can Taste

The menu featured Salt-Cured Backyard Citrus Creamsicle, Food Forward’s Top of the Beet, and Whey-Preserved Strawberries. Each **showcased surplus produce**, and **proceeds were donated** to Food Forward.

## Regional Reach

Salt & Straw featured *Rescued Food* at its **five Los Angeles shops**: Venice, Larchmont, Studio City, West Hollywood, and Arts District.

## Cross-branded Activations

The Los Angeles Times Food Bowl highlighted the partnership with a **sneak preview** at the Food Bowl Night Market, and an **on-site activation** at the Larchmont scoop shop kicked off the series.

## Walking the Walk

Salt & Straw **purchased the produce at cost** from Food Forward, underscoring the message that this food is too good to waste. S&S also invited Food Forward to speak at its annual staff retreat, and brought a **team of volunteers** to a Food Forward harvest.



[Los Angeles Magazine](#)



[Self](#)



[Fast Company](#)



[Larchmont Buzz](#)

