

# NEWS

## FOR IMMEDIATE RELEASE

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### **FINERY IS PARTNERING WITH POC-OWNED RESTAURANTS WITH SALES GOING DIRECTLY TO NO US WITHOUT YOU TO FEED UNDOCUMENTED BACK OF HOUSE WORKERS.**

**LOS ANGELES (February 24, 2021)** – Culinary clothing company, Finery, is partnering with five multi-generational minority-owned restaurants that represent each community in LA, beginning with Earle’s on Crenshaw and future restaurant collaborations to include Mariscos Jalisco and more.

Each of these restaurants shape the culture of LA, not only the way LA eats, but also defining a larger multicultural identity.

Finery’s founder Greg Soto states, “By opening this experience to our neighboring communities, we are hoping to bring a little extra shine to help them through COVID. It’s a small gesture to tell the unique stories of each of these families and their food.”

- Since 1986, Earle’s on Crenshaw has been serving hot dogs in the parking lot of Leimert Park Swapmeet. Brothers Duane and Cary Earle kept the LA community at the core of their business and continue to split and grill the best hot dogs in Los Angeles.
- In 1991, Raul Ortega opened Mariscos Jalisco, becoming one of the first food truck purveyors in LA. Since then, Raul and his now five grown children (Laura, Griselda, Rocio, Nayely, & Raul Jr.) have become one of LA’s most beloved food trucks serving Mexican seafood.

Finery and celebrity chef Roy Choi will sell two Kogi collaboration aprons, going to No Us Without You LA. Their goal is to feed 30 families a week and provide food security to over 1,300 disenfranchised and vulnerable hospitality workers affected by the pandemic. Each week they provide pantry essentials, fresh produce, dishwashers, line, and prep cooks.

#### **About Finery**

Since 2013, the founders of Finery, Greg Sato and Min Young Lee, have been reimagining what a uniform should be—style-led workwear designed with a purpose. Their goal is to provide a balance of style, quality, sustainability, and ensure each garment reflects an elevated expression of a traditional uniform, all of which reflect its workwear heritage.

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