

**Contact:** Barbara Gannon  
Sargento Foods Inc.  
920-892-3530  
bgannon@sargento.com

Rory Swikle  
Wheatley & Timmons  
312-755-6207  
rswikle@wheatleytimmons.com

**Sargento Announces Addition, Promotion within Consumer Products Division**

*Keith Kehl, Steve Abrahamian and Rick Menefield bring diverse experience, vital know-how to team*

**PLYMOUTH, Wis. (March 24, 2008)** – Sargento Foods Inc. has announced the promotion of Keith Kehl to the position of Safeway Team Leader and the additions of Steve Abrahamian as National Accounts Sales Director and Rick Menefield as Manager of Customer Research within the Consumer Products Division (CPD).

“Keith and Steve brings a wealth of diverse experience to the division,” said Louie Gentine, president of the Consumer Products Division at Sargento. “They have a great deal to offer the Sargento family.”

Kehl assumes the position of Safeway Team Leader, having acted as National Customer Business Manager since 2006. In his new role, Kehl will be responsible for leading and managing cross-functional teams and maximizing sales and profitability. He began his career at Sargento in 2001 as an Account Sales Manager and is credited with developing key relationships at Safeway.

Kehl, who earned his bachelor’s degree in business administration from San Jose University and his MBA from St. Mary’s College, is enthusiastic about the promotion. Kehl currently resides in Los Gatos, Cal.

“After almost seven years with Sargento, I’ve really come to appreciate the closeness of the teams and the common desire for continued growth,” said Kehl. “Leading the Safeway team will be an exciting endeavor.”

Abrahamian joins the CPD as National Accounts Sales Director and will be responsible for managing the sale of company products, development of markets, customer relationships and broker management for Sargento strategic national accounts.

He comes to Sargento from Miller Brewing Company in Milwaukee, Wis., where he was most recently employed as National Accounts Director of Sales. Abrahamian earned his bachelor’s degree in sociology from the University of California, Berkeley. The father of two currently resides in Brookfield, Wis.

“I am pleased to be joining a company with such a bright future ahead,” said Abrahamian. “I look forward to combining my food industry experience with the extensive knowledge of my team to continue the Sargento tradition of success.”

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Menefield has been appointed as the newest Manager of Customer Research at Sargento. He will be providing support for the activities of the CPD traditional retail field sales with customer specific, market level, as well as national syndicated data analysis and consumer information.

Previously, Menefield worked with Chiquita Fresh North American LLC/Chiquita Brands International as a Category Development Manager for the Kroger Team. He also served as a Retail Solutions Manager with Daymon Worldwide Inc. prior to joining Sargento. Menefield earned his Bachelor of Business Administration degree in Marketing and Management from the University of Cincinnati's College of Business Administration. He will be stationed in Cincinnati, Ohio, where he currently lives.

"My past experience has fully prepared me to assume the responsibilities of this position," said Menefield, "and I'm motivated by the idea of growing with such a great company."

Sargento Foods Inc. has demonstrated its passion for cheese throughout its history. Founded in 1953 in Plymouth, Sargento is a leading manufacturer, packager and marketer of natural shredded, sliced and snack cheeses, cheese appetizers, ingredients and sauces. Sargento is owned and operated by the Gentine family, and has net sales of \$700 million.

Additional information may be obtained by contacting Rory Swikle at 312-755-6207 or via email at [rswikle@wheatleytimmons.com](mailto:rswikle@wheatleytimmons.com).

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