

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

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

**POPULARITY OF LIMITED EDITION SARGENTO CHEESE DRIVES INTRODUCTION OF
NEW AND PERMANENT VARIETIES**

Due to overwhelming consumer demand, Vermont Sharp Cheddar is now a permanent dairy case item

PLYMOUTH, Wis. (September 22, 2008) – Consumers have spoken, and they don't want their *Vermont Sharp White Cheddar* to go away. In response to overwhelming demand, Sargento has announced that the cheese, formerly part of their *Limited Edition* line, will now be a part of their permanent offerings. In conjunction with this announcement, Sargento has also introduced their newest *Limited Edition* variety: *Amish Colby-Jack*.

The rich, full-bodied *Vermont Sharp White Cheddar* was originally introduced as the first variety in the Sargento *Limited Edition* series, which features limited batches of unique and flavorful cheeses, in 2007. However, soon after its introduction, the cheese began flying off grocery store shelves, and consumers expressed interest in extending its availability.

“The goal of our *Limited Edition* series is to provide consumers with an opportunity to enjoy and experiment with one-of-a-kind cheeses from around the country. They're typically only available for a short period of time,” said Chris Groom, core marketing director of the Consumer Products Division for Sargento. “But this was an instance where we really had to listen to our customers. They absolutely fell in love with its creamy texture and tangy flavor. It obviously deserves a place in our year-round offerings, and we're excited to be able to make it available.”

Sargento is continuing the *Limited Edition* line with the introduction of *Amish Colby-Jack*, which follows *Wisconsin Extra Sharp Cheddar*. This is the first time a cheese company has made a longhorn-style *Amish Colby-Jack* variety available in the dairy case at supermarkets nationwide. Boasting a deliciously unique mild flavor, *Amish Colby-Jack* is made by Deutsch Käse Haus (“German Cheese House”) in Middlebury, Indiana. The revered cheesemaker, known for their award-winning Colby varieties, uses natural ingredients, combining traditional Amish craftsmanship with modern cheese-making technology to create a mild flavor with a creamy texture.

“Deutsch Käse Haus has been a staple in the cheese-making community since 1979, producing some of the world's best Colby varieties,” said Groom. “We view the addition of *Amish Colby-Jack* to the *Limited Edition* lineup as a chance to bring authentic Amish cheese, once difficult to access, to consumers right in their

-- more --

own grocery stores. You can really taste the care and tradition in this cheese, and it's something we wanted to share with the public.”

For more than 50 years, Sargento has created premium varieties for cheese lovers. *Amish Colby-Jack* and the entire *Limited Edition* line continue a tradition of standout offerings.

The suggested retail prices for Sargento *Vermont Sharp White Cheddar* and *Limited Edition Amish Colby-Jack* cheeses are \$3.99 to \$4.99. Both varieties are available in shreds, slices and sticks, and are currently sold at many retailers nationwide. Creative recipes featuring *Vermont Sharp White Cheddar* and *Amish Colby-Jack* cheeses are available at sargento.com.

Additional information may be obtained by contacting Rory Swikle at 312-755-6207 or via email at rswikle@wheatleytimmons.com.

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based solutions 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 in excess of \$700 million.

###