

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

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

SARGENTO ANNOUNCES TWO NEW ASSIGNMENTS

PLYMOUTH, Wis. (July 16, 2009) – Sargento Foods Inc. announces new assignments for Angie Colby and Abbie Weber. Colby has been named Sales Support Manager in the Food Service Division, while Weber will take on new responsibilities as a Trade Promotion Manager in the Consumer Products Division.

“Since joining Sargento, both Angie and Abbie have excelled in their various positions and we are excited to have them continue to contribute to our success in their new assignments,” said Louie Gentine, president of the Consumer Products Division at Sargento.

In her new position as Sales Support Manager in the Food Service Division, Colby will be responsible for managing all aspects of the sales planning process with other critical departments, including deduction management, distributor analysis, material data management, demand planning, promotional plan management, and internal and external inventory management. Since beginning her career at Sargento in 1998, Colby has worked in Customer Service within the Logistics Department and as a Sales Coordinator for the Food Service Division. Colby earned her bachelor’s degree from the University of Wisconsin-Milwaukee.

In her new role as a Trade Promotion Manager in the Consumer Products Division, Weber will support the activities of CPD sales, marketing and management relative to the budgeting, planning, tracking and analysis of trade promotion events and trade spending. Weber joined Sargento in 1996 as a Deduction Specialist in the Accounting Department and has since held a variety of positions including Pricing/Promotions Analyst, Promotions Administration Supervisor and her current position of Sales Planning Manager. Weber earned her master’s degree in Marketing from Concordia University and bachelor’s degree in Business Administration from Silver Lake College.

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 of \$900 million.

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