

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

**SARGENTO PARTNERS WITH WISCONSIN MILK MARKETING BOARD CHEF AMBASSADORS
TO CREATE HOLIDAY ENTERTAINING RECIPES**

New Artisan Blends cheese variety brings an authentic taste of Wisconsin to supermarkets nationwide

PLYMOUTH, Wis. (September 29, 2009) – To celebrate the change in seasons and the arrival of their latest *Artisan Blends* cheese, Sargento has partnered with the Wisconsin Milk Marketing Board and a number of well-known chefs to create a series of holiday entertaining recipes that honor the craftsmanship of cheesemaking and highlight the flavor of Sargento’s new shredded variety made with real Wisconsin cheese.

“Each exclusive recipe incorporates the new Sargento *Artisan Blends* Wisconsin Sharp White Cheddar cheese as a main ingredient,” said Chris Groom, Core Marketing Director at Sargento. “The holidays are approaching and we looked to partner with the WMMB Chef Ambassadors to create some unique ‘go-to’ recipes for entertaining and get-togethers with family and friends.”

With an emphasis on homemade meals and memorable ingredients, many consumers are expected to spend their 2009 holidays celebrating at home. In fact, nearly two-thirds of consumers plan to eat their holiday meals at home, while half also plan to dine at their friends’ homes and holiday parties, according to a recent survey conducted by Information Resources, Inc.

For consumers seeking distinct ingredients, the handcrafted, flavorful artisan cheeses used in Sargento *Artisan Blends* Wisconsin Sharp White Cheddar hail from Maple Leaf Cheese, an artisan cheesemaker that operates as a farmer-owned company in Southern Wisconsin dating back to 1910. Made using an age-old milled curd technique, Maple Leaf Cheddar Cheeses have become widely known for their deliciously memorable, rich and tangy flavor.

“While artisan cheese producers have experienced explosive growth over the past several years, too often the artisans are limited in their ability to share that cheese beyond regional distribution,” said Groom. “This is why we are so excited to be working with the Wisconsin Milk Marketing Board’s Chef Ambassadors to bring the best Wisconsin cheeses to consumers across the country with our newest *Artisan Blends* variety.”

The arrival of Sargento *Artisan Blends* Wisconsin Sharp White Cheddar cheese comes just in time for entertaining family and friends with a variety of homemade dishes during the holidays. All of the Wisconsin Milk Marketing Board’s Chef Ambassador recipes will be made available throughout the Fall and Winter seasons at www.sargento.com.

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Sargento recipes are provided by the following Wisconsin Milk Marketing Board Chef Ambassadors:

- **Chef Seth Bixby Daugherty** of Real Food Initiatives in Minneapolis, Minn. has created a Wisconsin Sharp White Cheddar, Yukon Gold Potato, and Leek Gratin recipe.
- **Chef Jasper Mirable, Jr.** of Jasper's and Marco Polo's Italian Market in Kansas City, Mo. has created a Chicken 'Americano' with Sargento Wisconsin Sharp White Cheddar recipe.
- **Chef Andrea Curto-Randazzo** of Talula in Miami Beach, Fla. has created an Apple Blackberry and Sargento Wisconsin Sharp White Cheddar Cobbler recipe.
- **Chef Gregg Wangard** of Marisol at The Cliffs Resort in Pismo Beach, Calif. has created a Hashbrown Omelet with Sargento Wisconsin Sharp White Cheddar recipe.
- **Chef Ulrich Koberstein** of Destination Kohler in Kohler, Wis. has created a Salmon Sliders with Wisconsin Sharp White Cheddar Cheese and White Cheddar Relish recipe.
- **Chef Christopher Koetke**, Dean of Kendall College in Chicago, Ill. has created an Artisan White Cheddar Corn Soup recipe.

Sargento *Artisan Blends* Wisconsin Sharp White Cheddar cheese is currently available at retailers nationwide. The approximate retail price is \$3.29. Additional information on Sargento *Artisan Blends* cheese is available at www.Sargento.com/artisan.

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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