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## **SARGENTO STRENGTHENS TEAM BY PROMOTING AND PROVIDING NEW ROLES TO SIX EMPLOYEES**

**PLYMOUTH, Wis. (November 21, 2008)** – Sargento Foods Inc. has announced the promotions of three key members of the Sargento family – Katharine Richards, Bryan Birling and Erin Price, as well as new roles for three additional employees – John Bottomley, Jane Gapinski and John Arnold.

“These employees represent dedicated commitment and strong leadership across several divisions,” said Lou Gentine, chairman and chief executive officer of Sargento. “We are pleased to have them on our team and are confident they will continue to contribute to our ongoing success.”

**Katharine Richards, Director of Research – Sales, Marketing and Innovation (SMI):** Richards has been promoted to the newly created position of director of research for SMI in recognition of her achievements since joining Sargento in 2005 as senior manager of consumer research. In this new role, Richards will now report to Bob Clouston, president and chief customer officer of Sargento and is responsible for market research initiatives for all four divisions. Richards earned her master’s degree in marketing from Michigan State University.

**Bryan Birling, Sales Development Manager – Sargento Culinary Solutions (SCS) Division:** Birling has been promoted to sales development manager, and will now bring his sales experience in retail and food service to the recently created SCS Division. A member of the Sargento family since 2002, Birling most recently served as new business development manager in the Food Service Division. He will now report to David Vroom, senior vice president and general manager of SCS. Birling earned his bachelor’s degree in marketing from the University of Wisconsin-Eau Claire and his master’s degree from Concordia University.

**Erin Price, Senior Core Marketing Manager – Consumer Products Division (CPD):** Price has been elevated to the role of senior core marketing manager for the Consumer Products Division as a result of her accomplishments implementing effective marketing strategies for shredded cheese and non-refrigerated snacks. In conjunction with Price’s promotion, she will be transitioning off the shredded

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cheese business and will now be responsible for all snacks products, refrigerated and non-refrigerated, under her management. She will report to Chip Schuman, vice president of marketing for CPD. Price earned her bachelor's degree in marketing from the University of Wisconsin-Madison.

**John Bottomley, Director of Retail Merchandising – Consumer Products Division (CPD):** In his new role as director of retail merchandising for CPD, Bottomley brings with him more than fifteen years of packaged goods and retail experience at Sargento. In this position, he will provide strategic insight and retail merchandising leadership as he oversees all area sales managers and the Wisconsin Retail Merchandising Team. He will report to Mark Gumm, vice president of sales of CPD. Bottomley earned a master's degree from Nova Southeastern University.

**Jane Gapinski, Director of Marketing – Food Ingredients Division:** In her new role as director of marketing for the Food Ingredients Division, Gapinski brings extensive experience in marketing strategies, including consumer promotion and event management. She will now report to Mike Gordy, president of the Food Ingredients Division and Portionables, Inc. Gapinski earned her bachelor's degree in business management and communications from Alverno College and is also completing her master's degree at Alverno.

**John Arnold, Sales Director of Retail – Consumer Products Division (CPD):** In his new role as sales director of retail for CPD, Arnold will oversee the northeast and southeast sales divisions. Previously, Arnold served as director of sales services, where he effectively managed and strengthened the sales teams reporting to him, as well as other progressively responsible marketing and sales positions. He will now report to Mark Gumm, vice president of sales for CPD. Arnold earned his master's degree from the University of Minnesota.

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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