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Sargento Announces the Promotions of John Bottomley and Vince Juneau and Welcomes Demetrius Carlton to the team

PLYMOUTH, Wis. (April 21, 2010) – As a leader in cheese for more than 50 years, Sargento Foods Inc. continues its dedication to driving sales initiatives by promoting John Bottomley to Senior Director of Retail Merchandising and Vince Juneau to Senior Sales Analyst in the Walmart/ Club Channel and by welcoming Demetrius Carlton to the Sargento family as the Safeway Team Leader.

“Sales and retail merchandising are two key elements of our business,” said Louie Gentine, president and chief customer officer at Sargento. “We’d like to congratulate John and Vince on their well deserved promotions, and welcome Demetrius to the team.”

John Bottomley has been appointed to Senior Director of Retail Merchandising. Under John’s direction, Sargento was able to create a greater alignment in not only coordinating, but also executing merchandising priorities. The enhanced performance in retail execution from 2009 and significant reduction in store out-of-stocks, improved speed-to-shelf of new items and improvement in display execution resulted from John’s passion and commitment to retail excellence and has had a direct influence on overall business results. John brings over 25 years of expertise to his new role. He joined Sargento in 1990 and most recently served as Division Sales Manager. John earned his MBA from NOVA University.

Since joining Sargento in early 2008, many of Vince Juneau’s initiatives have become “Best Practices” for the sales and marketing teams. In his new role of Senior Sales Analyst in the Walmart/ Club Channel, Vince will continue to analyze sales trends and make significant contributions to the organization. Vince won a Chairman’s Award in 2009 and earned his MBA from Arkansas State University.

Demetrius Carlton brings 16 years of experience to his role as the Safeway Team Leader. With his distinguished background, he most recently served Nestlé’s-Chilled Beverage Division where he was responsible for Safeway on a national basis. Prior to Nestlé, Demetrius held national level positions at Campbell’s, Cadbury Schweppes and Kraft. Demetrius earned his BA from the University of Utah. Sargento is proud to welcome him to the Consumer Products Division and Sargento Foods.

Additional information may be obtained by contacting Krista Cortese at 312-755-6205 or via email at kcortese@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 more than \$900 million.

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