



For More Information:

Barbara Gannon
Sargento Foods Inc.
920-892-3530

bgannon@sargento.com

Christine Dooley
GolinHarris
312-729-4055

cdooley@golinharris.com

Sargento Announces Promotions in Consumer Products Division
Changes seek to bolster company's sales initiatives

PLYMOUTH, Wis. (Oct. 27, 2010) – Sargento Foods Inc. announced today the promotions of Chris Groom to director of core marketing and Svetlana Tsygankova to senior manager of consumer products financial analysis. Both Groom and Tsygankova support the Consumer Products Division.

Groom's responsibilities will expand to include cross category product and marketing initiatives, additional leadership in agency relationships and an enhanced role in annual planning. "Chris Groom has significantly contributed to Sargento with a track record of consistent performance and strong business results," said Louie Gentine, president and chief customer officer at Sargento. "We are confident he will continue to serve as a vital asset to the Sargento family and contribute to the company's future growth."

Tsygankova will be responsible for providing strategic, analytical and financial support to the Consumer Products Division as it relates to core business and product innovation. She also will continue to serve as a financial member of the New Business Development team. "Svetlana Tsygankova is a valuable member to the Consumer Products Division team, and she will have the opportunity to help further its success in her expanded role," added Gentine.

Since joining Sargento in 2004, Groom has spearheaded the development of new products and marketing programs, which have bolstered the Sargento brand. Under his leadership, Sargento experienced considerable product volume and share growth, surpassing company expectations. Groom earned a bachelor's degree from Northwestern and a master's degree in international business from University of South Carolina

For the past two years, Tsygankova has served as the Sargento manager of strategic financial analysis, where she supported New Business Development and Consumer Products Division marketing. Prior to joining Sargento, Tsygankova worked for Stora Enso, a leading global paper products company, as finance manager for Flexible Packaging unit of Specialty Papers group. A native of Minsk, Belarus, she also served as business planning manager for a Coca-Cola bottler in Eastern Europe. She earned a master's degree in business administration in finance from Indiana University and a master's degree in management information systems from Benedictine University, Lisle, Ill. near Chicago.

About Sargento Foods Inc.

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based meal 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, sauces and other culinary solutions. Sargento is owned and

operated by the Gentine family, and has net sales of more than \$900 million. For more information, please visit www.sargento.com.

###