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**FOR IMMEDIATE RELEASE,**

**Michael Heim Joins Sargento to Lead Convenience Store Business**

***Food industry veteran brings 12 years of experience to drive company's progression into the convenience store space***

**PLYMOUTH, Wis. (Aug. 2, 2010)** – Sargento Foods Inc. announced today the appointment of Michael Heim as senior national account manager for its Food Service Division. In his new role, Heim will lead the strategic planning and development of Sargento's convenience store business, leveraging 12 years of food industry experience to further establish Sargento's product offerings in the convenience store space.

"We are excited to welcome Michael into the Sargento family and are confident he will add significant value to our Food Service Division," said Louie Gentine, president and chief customer officer at Sargento. "Michael is an innovator in the food industry space and has experience working with successful brands and convenience chains. We look forward to watching the Sargento brand continue to grow under Michael's leadership and reach new and existing consumers."

Prior to joining Sargento, Heim served as director of national accounts for Insight Beverages, a company that manufactures beverages targeted specifically for convenience stores. In that role, Heim managed several of Insight Beverage's key customers, including 7-Eleven, Wawa and Speedway, establishing valuable working relationships and gaining vast knowledge of the convenience store industry.

Before Insight Beverages, Heim spent six years as the director of food service for Unilever Ice Cream, guiding the company's focus on expanding menu branding and increasing brand exposure in a variety of channels. Heim also served as director of customer development at Unilever, working on key sales initiatives and trade investment strategies, as well as execution and analysis, primarily focused on grocery.

Heim is a native of Philadelphia and earned a Bachelor of Science in Marketing from La Salle University.

**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](http://www.sargento.com).

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