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Sargento Consumer Products Division Reassigns Two Employees
Rob Krause and Leathan Christensen to Support Sales Teams in New Roles

PLYMOUTH, Wis. (Nov. 15, 2010) – Sargento Foods Inc. announces new assignments for Leathan Christensen and Rob Krause in its Consumer Products Division.

Krause has accepted the position of customer research manager, supporting the sales team with syndicated and customer shopper card data analysis for key accounts, including Publix, Winn Dixie, Food Lion, Harris Teeter, Stop & Shop and Roundy's. He previously held the position of shredded cheese marketing manager after joining Sargento in April 2009.

"Rob is well qualified for this role, and we are excited to have him join the sales team to assist us in driving sales in the East," said Michael Pellegrino, president of the consumer product division at Sargento. "In his time at Sargento, he has made positive contributions to the consumer products division, including helping the shredded cheese product line achieve its budgeted volume and profit."

In addition to contributing to the company's profit and volume growth, Krause helped update the shred television and consumer promotion creative that is currently running. He also helped develop new products launching in 2011.

Krause attained a bachelor of science degree in food science from Rutgers University and a masters of business administration in marketing from New York University. A native of New Jersey, Krause now resides in Fond du Lac, Wis.

Leathan Christensen has been promoted to national account sales manager on the Sargento Supervalu/Target team. He most recently served as customer research manager, supporting the Supervalu/Target and Safeway/West teams. Prior to that, he spent time on the Wal-Mart team.

"Leathan has a keen ability to develop and deliver insightful category selling stories, which has resulted in major gains for our customers and Sargento. His excellence has led to several recognitions, including invitations to participate in category analysis," added Gentine.

Christensen holds a bachelor of arts degree in organization management and a masters of business administration from John Brown University. He will be relocating to Minneapolis from the Plymouth headquarters to support Sargento in his new role.

We are always happy when we can provide new career opportunities within the Sargento family," said Louie Gentine, president and chief customer officer as well as third generation family owner of Sargento.

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.

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