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SARGENTO ANNOUNCES TWO NEW HIRES

Kate Krier and Brian Rauch bring fresh insights to new positions at Sargento

PLYMOUTH, Wis. (March 13, 2009) – Sargento Foods Inc. announced the new hires of Kate Krier and Brian Rauch.

“We are very excited to welcome both Kate and Brian to the Sargento family,” said Louie Gentine, president of the Consumer Products Division at Sargento. “Their insight and ingenuity will be a welcomed addition to our team as they grow in their new roles.”

Kate Krier has been named Senior Manager of Market Research for Established Products. In this role, she will be responsible for planning and directing market research activities to support CPD initiatives critical to Sargento growth. Previously, Krier worked as a Consumer Insights Manager for MillerCoors in Milwaukee, Wis., where she was responsible for leading consumer research. Krier earned her bachelor’s degree in marketing from the University of Massachusetts-Amherst and her master’s degree from the University of Wisconsin-Madison.

Brian Rauch joins Sargento as Director of Pricing and Trade Management. Rauch’s responsibilities will include management of the Consumer Products Division trade budget, along with playing a critical role in the development of trade and pricing strategies of accounts. Prior to joining Sargento, Rauch served as the Director of Trade Marketing and Customer Service for America Dairy Brands in Kansas City, Mo. Rauch earned his bachelor’s degree in political science and economics from John Carroll University in Ohio.

Additional information may be obtained by contacting Rory Swikle at 312-755-6207 or via email at rswikle@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 \$900 million.

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