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SARGENTO BRINGS LATIN FLAVOR TO THE 2009 SOUTH BEACH WINE & FOOD FESTIVAL
Chef Michelle Bernstein-Martinez joins Sargento to debut new Artisan Blends Authentic Mexican Cheese

PLYMOUTH, Wis. (January 21, 2009) – Sargento Foods Inc. recently announced its participation in the 8th Annual Food Network South Beach Wine and Food Festival, set to take place in South Beach Florida from February 19-22, 2009. Sargento is partnering with 2008 James Beard Award winner Chef Michelle Bernstein-Martinez who will conduct live cooking demonstrations highlighting the newest Sargento *Artisan Blends* cheese – *Artisan Blends Authentic Mexican* Cheese.

At the Grand Tasting Village, Sargento will offer cheese and recipe tastings, interactive cooking demonstrations, meet-and-greet opportunities with Chef Bernstein-Martinez and much more. Chef Bernstein-Martinez will prepare and sample her Sweet Corn and Cheese Empanada recipe, made with sweet corn, Spanish onions, scallions and Sargento *Artisan Blends Authentic Mexican* Cheese, highlighting the Latin flavors of the shredded cheese blend.

“I’m thrilled to partner with Sargento to bring the Artisan cheese experience to the South Beach Wine and Food Festival. The blend of *Sargento Artisan Blends Authentic Mexican* Cheese melts extremely well and the combination of cheeses brings out mellow, tangy and rich flavors that can complement many traditional Latin dishes or highlight American contemporary dishes for the at-home cook,” said Bernstein-Martinez.

As a Gold Sponsor at the festival, Sargento is also sponsoring the third annual Amstel Light Burger Bash. The sold-out event gets the fires burning with a star-studded burger competition among well-known chefs, including Michelle Bernstein-Martinez. Chili Spiced Onion Rings with Mexican Fondue highlighting guajillo chili powder, Spanish onions and Sargento *Artisan Blends Authentic Mexican* Cheese will be served.

Inspired by the increased popularity in ethnic cuisine and authentic Latin ingredients, new Sargento *Artisan Blends Authentic Mexican* Cheese brings great flavor and culinary texture to at home chefs who want to replicate authentic Mexican dining experiences in their own kitchens. The cheese features flavorful, hand-crafted artisan cheeses from the cheesemakers of El Regalo™, who apply more than 24-years of experience with traditional Latin cheesemaking methods. Sargento *Artisan Blends Authentic Mexican* Cheese combines El Regalo Manchego, a sweet and nutty cheese, and Anejo Enchilado, a firm, pressed cheese rolled in paprika, with high-quality Sargento Queso Quesadilla, Asadero and Queso Gallego cheeses.

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The largest and most well-known festival of its kind, the Food Network's South Beach Wine and Food Festival features the talents of the world's most renowned winemakers, chefs and culinary personalities.

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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