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SARGENTO ENCOURAGES CREATIVITY IN THE KITCHEN WITH PREMIUM TOPPINGS
New Sargento Salad Finishers and Potato Finishers bring unique flavors to produce

PLYMOUTH, Wis. (April 23, 2009) – With everyone trying to do more with less these days, it is easy to become overstressed and fall into a rut of performing the same monotonous tasks over and over. By introducing creativity, variety and excitement to your day, you can help avoid succumbing to everyday stress. In fact, a study by the nonprofit Families and Work Institute reported that one in three U.S. employees is chronically overworked and that more than half feel overwhelmed at least once a month.

For example, stress levels can be elevated when it comes to mealtime, as the thought of creating different meals night after night can be daunting. Recognizing the need to de-stress from the day, Sargento is partnering with Ruth Klein, author of *The De-Stress Diva in the Kitchen* and *The De-Stress Diva's Guide to Life*, to introduce the newest varieties of *Salad Finishers* and *Potato Finishers* by encouraging consumers to take time from their busy schedules and get creative in the kitchen.

“To help combat everyday stress, one simple step you can take to reduce some pressure is to plan meals ahead of time to help give your mind a break from the other worries caused by hectic schedules,” says Klein. “After all, spending time in the kitchen to create personalized meals is an easy way to treat yourself to much needed de-stress time, while also rewarding yourself with a delicious dish.”

Just in time for National Salad Month in May, Sargento is making it easier to plan meals and add excitement to salad and potato customization with the introduction of the latest *Salad Finishers* and *Potato Finishers*. *Finishers* combine complementary blends of Sargento natural cheeses, smoked turkey and ham, real smoked bacon crumbles and chef-inspired sauces.

“During National Salad Month, try revisiting popular staple dishes, such as salads and potatoes, as they provide the perfect blank slate for exploring all the ways to create flavorful, pre-planned meals,” says Klein.

In response to positive consumer feedback and increasing demand since launching *Finishers* last summer, Sargento is introducing three new varieties of *Finishers* combinations, which include:

Sargento Salad Finishers:

- **(NEW) Blue Cheese** – Crumbled Blue cheese, candied almonds, dried cranberries and cherries
- **(NEW) Classic Chef** – Smoked turkey and ham, three cheese blend with real bacon and multi-grain croutons

Sargento *Potato Finishers*:

- **(NEW) *Southwest*** – Southwestern Cheddar sauce, Pepper Jack and Monterey Jack cheese, and crispy tortilla strips

“We want consumers to feel adventurous and imaginative in the kitchen when making salads and potatoes,” said Troy Davis, senior marketing manager at Sargento. “The introduction of the newest varieties of Sargento *Salad* and *Potato Finishers* allow food enthusiasts to explore all the ways they can turn ordinary salads and potatoes into extraordinary meals with flavorful, restaurant-quality and chef-inspired ingredients.”

With individually packaged ingredients that allow for customization, Sargento *Salad* and *Potato Finishers* are the perfect balance of taste and texture to complement both salads and potatoes.

Finishers are currently available in the produce section of grocery stores nationwide and sell for the approximate retail price of \$2.99 to \$3.99.

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 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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