

Contact: Barbara Gannon
Sargento Foods Inc.
920-892-3530
bgannon@sargento.com

Rory Swikle
Wheatley & Timmons, Inc.
312-755-6207
rswikle@wheatleytimmons.com

**SARGENTO FOOD SERVICE DIVISION NAMES
2009 SALES MANAGER OF THE YEAR**

PLYMOUTH, Wis. (February 5, 2010) – Sargento Foods Inc. names Tim Ross as 2009 Sales Manager of the Year within their Food Service Division. This is the sixth time Ross has received this distinction since joining the Sargento family in 1985.

“Tim continues to embody the qualities of Sales Manager of the Year by consistently satisfying his customers’ needs,” said Louie Gentine, president and chief customer officer at Sargento. “We congratulate him on his outstanding accomplishment and look forward to his future contributions to Sargento.”

As Sales Director, Ross’s volume surpassed budget by 27 percent this year and he exceeded his target goal by 39 percent. While at Sargento, Ross has served the company in various sales and management functions for national accounts. Prior to beginning his career with Sargento, he was a restaurant manager for seven years. Ross earned his bachelor’s degree from University of Wisconsin in Milwaukee.

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 more than \$900 million.

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