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**SARGENTO OFFERS SMARTER SOLUTIONS TO COMBAT SNACKING GUILT**  
*New Survey Reveals Consumers Consider Most of Their Snack Choices Unhealthy*

**PLYMOUTH, Wis. (March 3, 2009)** – While many consumers aspire to eat better and healthier, a recent survey showed that most are not taking their snacking habits into account. In fact, the survey conducted by Impulse Research found that 75 percent of consumers questioned consider quite a few to all of their snacking choices to be unhealthy. With 70 percent of Americans regularly snacking between lunch and dinner, mid-afternoon can be especially dangerous. Poor snacking choices can put a damper on the healthiest of meal plans and the extra sugar, fat and empty calories can derail mindful eating altogether. With National Nutrition Month in March, Sargento has partnered with Devin Alexander, *New York Times* bestselling author of *The Biggest Loser Family Cookbook*, to help consumers reevaluate their snacking choices and look for smarter options.

“Hunger can hit at anytime throughout the day, but this is especially true around 3:00 p.m. when you are most vulnerable to cravings,” says Alexander, who hosts *Healthy Decadence* on the Discovery Channel. “Rather than grab chips, candy or a cookie, people should reach for smarter snacks, like Sargento natural cheese snacks, which are protein- and calcium-rich to help keep you full until dinner.”

Though empty calorie snacks like cookies or chips may seem like an indulgent treat, research has shown that consumers find cheese just as delicious as these typical vending machine options. In fact, naturally savory cheese snack sticks will actually help satiate appetites longer and they taste great without leaving consumers feeling guilty.

Nearly 50 percent of consumers who work outside the home are now bringing snacks from home, and convenience continues to be top of mind when choosing snack options. Sargento cheese snacks are individually wrapped, making them easy to bring on the go. Available in delicious varieties like String Cheese, Light String Cheese and Reduced Fat Sharp Cheddar, Sargento cheese snacks offer 15 percent of the daily recommended values of calcium and are just 50-80 calories per serving.

## DRAFT

“Natural cheese snacks, such as Sargento Reduced Fat Sharp Cheddar sticks, are great portable options. They are also ideal to stash in the office fridge when you are working long hours,” advises Alexander. “A natural cheese stick paired with whole grain crackers, an apple or nuts is a great snack option full of protein and fiber.”

Sargento natural cheese snacks are currently available at retailers nationwide. Approximate retail price is \$3.99. Look for more tips on smart snacking from Devin Alexander at [www.Sargento.com](http://www.Sargento.com).

Additional information may be obtained by contacting Rory Swikle at 312-755-6207 or via email at [rswikle@wheatleytimmons.com](mailto: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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