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## **Sargento Foods Announces New Roles for Erin Price and Chris McCarthy, Welcomes Ryan Hemsing**

**PLYMOUTH, Wis. – Jan. 31, 2017 –** [Sargento Foods Inc.](#) announces that Erin Price has been promoted to Senior Director of Strategic Planning, Chris McCarthy has been assigned the role of Director of Integrated Marketing Communications, and Ryan Hemsing has joined the Sargento team as Director of Marketing.

Erin's promotion comes after nine years with the Sargento family. It recognizes Erin's significant contributions in the growth of the Sargento business, including several successful product innovations and her compelling vision for the company's new Integrated Marketing Communications function. Erin will report to President and Chief Growth Officer Michael Pellegrino.

In her new role, Erin will help Sargento advance strategic planning initiatives across several areas of the organization. She will be responsible for leading the strategic planning process, evaluating and prioritizing growth initiatives, and leading key strategic initiatives across the company.

Chris McCarthy will take on Erin's previous role as Director of Integrated Marketing Communications. Chris joined Sargento in 2013 as Director of Marketing for Adjacencies, Snacks and Strategic Channels. Prior to joining Sargento, Chris worked with top brands at Kraft Heinz Company and Kimberly-Clark Corporation.

Chris has made many contributions in his current Director of Marketing role, including the successful launch of Balanced Breaks® and Snack Bites® by achieving record volume, revenue and share growth for the Sargento Snacks portfolio and accomplishing strong growth in the Sargento Strategic Channels business.

Within his role as Director of Marketing, Ryan Hemsing will plan, develop and implement marketing strategies to build the Sargento brand and grow the Core Snacks, Snack Bites®, Balanced Breaks® and Strategic Channels businesses.

Prior to joining Sargento, Ryan worked for MillerCoors in a variety of marketing roles for brands, including Blue Moon and Leinenkugel's. In his most recent role as Marketing Director, he was responsible for leading brand strategy, innovation and communications across the portfolio.

Chris and Ryan will report to Chip Schuman, Senior Vice President of Marketing.

"Please join me in congratulating Erin and Chris on their new roles and welcoming Ryan to the Sargento family," said Louie Gentine, CEO of Sargento Foods. "Their experience in marketing and brand management is impressive, and I'm confident they'll each make a positive impact on the Sargento business in their new roles."

**About Sargento Foods Inc.**

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based meal solutions for more than 60 years. Founded in 1953 in Plymouth, Wisconsin, Sargento Foods is a leading manufacturer, packager and marketer of shredded, sliced and snack natural cheeses, cheese appetizers, ingredients, sauces and other culinary solutions. Sargento Foods is owned and operated by the Gentine family, has net sales exceeding \$1.4 billion and more than 1,900 employees. For more information, please visit [www.sargento.com](http://www.sargento.com).

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