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**SARGENTO ANNOUNCES HIRING OF ELIZABETH NEILS
AND PROMOTION OF JIM SCHAFER**

PLYMOUTH, Wis. (October 26, 2009) – Sargento Foods Inc. announces the hiring of Elizabeth Neils as Associate Marketing Manager – Consumer Products Division and the promotion of Jim Schafer to Senior Director of Marketing- Food Service Division.

“We congratulate Jim on his promotion and welcome Elizabeth to the Sargento family,” said Louie Gentine, president of the Consumer Products Division at Sargento. “We are confident they will contribute to our ongoing success in their new roles.”

Elizabeth Neils joins Sargento as Associate Marketing Manager on the Natural Sliced Cheese product line, where she will be responsible analyzing the business using Nielsen data, executing consumer promotion programs and tracking the marketing budget. Previously, she worked with Carlson Consulting Enterprise, Kimberly-Clark and Kohnstamm Communications. Neils earned her master’s from the University of Minnesota in Twin Cities, Minn. and her bachelor’s degree from St. Olaf College in Northfield, Minn.

Jim Schafer has been promoted to Senior Director of Marketing. Since joining Sargento in May, Schafer has served as a Senior Manager of Business Development. Previously, he gained valuable food service marketing experience with Tyson and Ocean Spray, among several other food companies. Schafer earned his master’s degree from Indiana University in Bloomington, Ind. and his bachelor’s degree from Florida State University in Tallahassee, Fla.

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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