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SARGENTO CELEBRATES CINCO DE MAYO WITH NEW ARTISAN BLENDS VARIETY

*Sargento Artisan Blends Authentic Mexican Cheese
Adds Authentic Flavor to Traditional Cinco de Mayo Dishes*

PLYMOUTH, Wis. (April 27, 2009) –While the Cinco de Mayo holiday originated in Mexico it is widely recognized and celebrated in America today. The holiday’s popularity has increased over the years and many Americans, regardless of their ethnic origin, celebrate each year with little fiestas and gatherings. While the festivities usually include traditional music and activities, they would not be complete without some authentic Mexican cuisine. To help bring excitement to Cinco de Mayo recipes, Sargento introduced *Artisan Blends Authentic Mexican Cheese* which offers great flavor and meltability for the at-home cook looking to celebrate the rich history and culture of Mexico by cooking traditional Mexican cuisine for the holiday.

“Since at-home cooks continue to embrace ethnic-inspired cuisine and want to replicate authentic dining experiences in their own kitchens, Sargento has created the Artisan Blends line to make Artisan cheeses accessible to a broader audience,” said Chris Groom, Core Marketing Director at Sargento. “Sargento *Artisan Blends Authentic Mexican Cheese* combines high-quality Sargento cheese with flavorful, handcrafted artisan cheeses for a unique blend, perfect for Cinco de Mayo recipes.”

Sargento *Artisan Blends Authentic Mexican Cheese* combines El Regalo™ Manchego, a sweet and nutty cheese, and Anejo Enchilado, a firm, pressed cheese rolled in paprika, with high-quality Sargento Queso Quesadilla, Asadero and Queso Gallego cheeses. As the most recent artisan partner with Sargento, the cheesemakers of El Regalo, which translates in English to “The Gift,” apply more than 24-years of experience by using traditional Latin cheese making methods, while maintaining high-quality American cheese making standards.

“Similar to how St. Patrick's Day, Oktoberfest, and the Chinese New Year are used to celebrate those of Irish, German, and Chinese ancestry, Cinco de Mayo has become a mainstream holiday full of celebration and great food,” said Chef Michelle Bernstein-Martinez, 2008 James Beard Award winner. “From Cheesy Chicken Tamales to Spicy Cheese Fondue for Chips, cheese is one of the top ingredients in Latin cuisine and I’m excited to see Sargento bring authentic taste to at-home cooks who want to celebrate Cinco de Mayo with traditional and creative Mexican dishes.”

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Sargento *Artisan Blends Authentic Mexican* cheese is currently available at retailers nationwide. Approximate retail price is \$3.29 Cinco de Mayo recipes from Chef Michelle Bernstein-Martinez featuring Sargento *Artisan Blends Authentic Mexican* Cheese are available at www.Sargento.com/artisan.

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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