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**SARGENTO STRENGTHENS CONSUMER PRODUCTS DIVISION  
WITH PROMOTION AND THREE NEW HIRES**

**PLYMOUTH, Wis. (May 20, 2009)** – Sargento Foods Inc. announces several important changes and new developments in its Consumer Products Division with the promotion of Jim Besiada and the hiring of Steven Harrison, Rob Krause and Nicole Pauly.

“We congratulate Jim on his promotion and welcome Steven, Rob and Nicole to the Sargento family,” said Louie Gentine, president of the Consumer Products Division at Sargento. “We look forward to the impact they will have at Sargento as they grow in their new roles.”

Jim Besiada has been promoted to National Customer Business Manager, where he will continue to be responsible for managing AWG, Schnucks and regional customers in Southern California for Sargento. In addition, Besiada has accepted the responsibility of managing the Sargento military business (DeCA). During his 26-year career with Sargento, Besiada has held titles as a Sales Coordinator, Retail Territory Manager, Area Sales Manager and Customer Business Manager. Besiada earned his bachelor’s degree from Silver Lake College in Manitowoc, Wis.

Steven Harrison joins Sargento as a National Account Sales Manager, where he will work on the Kroger team. His responsibilities will include working closely with the Acosta teams in each division and in coordination with the Headquarter team in Cincinnati. Harrison will be based in his home office in Southern California. Harrison most recently served as a National Sales Manager for Traditional Baking where he was responsible for broker management and direct sales of branded and private label products to all trade channels. Harrison earned his bachelor’s degree from Iowa State University.

Rob Krause joins Sargento as Marketing Manager of Core Business. In this role, he will be responsible for the collaborative development and execution of marketing plans for the shredded cheese product line. Prior to joining Sargento, Krause served as a Marketing Manager for Appleton Papers and as an Associate Brand Manager at Kimberly Clark on the Kleenex brand. He also served in brand management at Birds Eye Foods and as a Food Scientist at Kraft. Krause earned his

master's degree from New York University's Stern School of Business and his bachelor's degree from Rutgers University in New Jersey.

Nicole Pauly joins Sargento as Associate Marketing Manager on Refrigerated and Non-Refrigerated Snacks, where she will be responsible for the collaborative development and execution of marketing plans. Prior to joining Sargento, Pauly served as an Assistant Creative Director at Coalesce Marketing and Design in Appleton, Wis., where she was responsible for advertising for clients like Kimberly-Clark, Strum Foods and SCA Tissue. Pauly earned her bachelor's degree from St. Norbert College in DePere, Wis.

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 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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