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Kevin Greene Joins Sargento to Support Culinary Solutions Division
Industry veteran to create new solutions for retail grocery deli

PLYMOUTH, Wis. (July 11, 2011) – Sargento Foods Inc. announced today the hiring of Kevin Greene as senior national account sales manager in the Culinary Solutions Division at Sargento. In this role, Greene will be responsible for identifying customer needs, developing solutions for those needs and selling them to retail grocery delis.

“We are pleased to welcome Kevin to the growing Sargento family and know he will add significant value to our Culinary Solutions Division,” said Louie Gentine, president and chief customer officer at Sargento. “Kevin’s experience in the food industry is vast and his expertise will help Sargento make our retail grocery relationships even stronger.”

Prior to joining Sargento, Greene served as senior portfolio manager in the Fresh Bakery Division at Sara Lee in Harrisburg, Penn. Before Sara Lee, Greene was business development manager at Evian North America and also worked at Coca-Cola Enterprises and Frito Lay. Greene earned his bachelor’s degree in sociology at Syracuse University in Syracuse, New York.

Greene will report to Dave Vroom, senior vice president and general manager of Sargento Culinary Solutions.

About Sargento Foods Inc.

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based meal 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, sauces and other culinary solutions. Sargento is owned and operated by the Gentine family, and has net sales of more than \$975 million. For more information, please visit www.sargento.com.

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