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**Sargento Announces Changes in Consumer Products Division
*New Position for Tobey; Carmichael and Kronbeck Added***

PLYMOUTH, Wis. (Nov. 3, 2011) – Sargento Foods Inc. today announced the reassignment of Ken Tobey, and the hiring of Drew Carmichael and Keith Kronbeck within its Consumer Products Division.

“The Consumer Products Division at Sargento is comprised of the industry’s brightest, and we’re thrilled to announce Ken Tobey’s new position, as well as the hiring of Drew Carmichael and Keith Kronbeck,” said Louie Gentine, president and chief customer officer at Sargento. “Ken, Drew and Keith bring incredible experience to the group and we look forward to the category insights they’ll provide while driving product growth at Sargento.”

In his new role, Ken Tobey will work as customer research manager, responsible for all category management activities related to Kroger. He first joined Sargento in August 2010 as senior manager of analytics. Prior to Sargento, Tobey worked for Procter & Gamble and Gillette.

Additionally, Drew Carmichael has joined the Consumer Products Division at Sargento as core marketing manager and will oversee planning, development and implementation of marketing strategies for building the natural shredded cheese product line and the Sargento brand. Carmichael previously worked at Kimberly Clark, where he worked as brand manager, responsible for strategy, positioning, product pathways and long-term commercial development for Kleenex® and Kotex® brands.

Also, Keith Kronbeck has been hired as Customer Research Manager for the SUPERVALU-Target team in Minneapolis, Minn., responsible for providing strategic consumer and category insights. Before Sargento, Kronbeck worked at Heinz as a trusted advisor to SUPERVALU, and previously held positions with Nielson, Con-Agra and Kimberly Clark.

Tobey holds a master’s in business administration from Boston College in Chestnut Hill, Mass., and a bachelor’s degree in international business and management from Babson College in Wellesley, Mass.

Carmichael earned his masters in business administration and masters in literature from Ohio State University in Columbus, and holds a bachelor’s degree in English literature and psychology from the University of Michigan in Ann Arbor.

Kronbeck holds a bachelor’s in mass communication from Winona State University, in Winona, Minn.

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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