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SARGENTO CONTINUES TO BUILD MARKETING TEAM

Troy Davis added as Senior Marketing Manager of Core Business for Finishers

PLYMOUTH, Wis. (August 12, 2008) – Sargento Foods Inc. has announced the addition of Troy Davis as Senior Marketing Manager of Core Business for the company’s new product innovation, *Finishers*. Davis will focus on building brand presence at-retail for Sargento *Salad Finishers* and *Potato Finishers* – quality blends of Sargento natural cheeses and other premium toppings. Davis will be responsible for overseeing the move into the produce case, which is a first for Sargento.

“We are excited about the introduction of *Finishers* to the Sargento product line, as it demonstrates the growing demand consumers have for cheese-based solutions beyond the dairy case,” said Louie Gentine, President of the Consumer Products Division at Sargento. “Troy’s enthusiasm and experience with rejuvenating and bringing new product lines to market is a welcomed addition to our team as we look forward to making *Finishers* the go-to culinary solution in the produce aisle.”

Before joining the Sargento family, Davis worked on a variety of consumer food brands. Most recently, he served as a marketing manager at ConAgra Foods on the Hunt’s brand. Davis also worked at Wells Dairy, and focused on the Blue Bunny and Weight Watchers yogurt brands.

“Sargento has always been known for its innovation in the dairy case, and *Finishers* now allows consumers to experience cheese in a completely new and convenient way,” said Davis. “I look forward to helping grow the new *Finishers* line and providing more options to the at-home-cook.”

Davis earned his master’s degree from the University of Iowa and his bachelor’s from Sam Houston State University. He currently resides in Milwaukee, Wis.

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 more than \$700 million.

Additional information may be obtained by contacting Rory Swikle at 312-755-6207 or via email at rswikle@wheatleytimmons.com.

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