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**Sargento Adds Charmaine Hilgert to Consumer Products Division
*Industry veteran brings retail programs and operations expertise***

PLYMOUTH, Wis. (Nov. 10, 2011) – Sargento Foods Inc. announced today the hiring of Charmaine Hilgert as regional merchandising manager in the Consumer Products Division. In her new role, Hilgert will be responsible for all Sargento retail operations and programs in the Southeast United States, overseeing key accounts including Publix, Food Lion, Winn-Dixie, Harris Teeter and BI-LO.

“Charmaine comes to Sargento with a track record of success in retail operations and account management. The Consumer Products Division is thrilled to have her on board, and we are pleased to welcome her to the Sargento family,” said Louie Gentine, president and chief customer officer at Sargento.

Before Sargento, Hilgert worked for PPG Industries as regional sales manager and L’Oreal as regional account manager. Hilgert earned her bachelor’s of science in general business from Indiana University of Pennsylvania, in Indiana, Pa.

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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