



FOR IMMEDIATE RELEASE

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Sargento, Brewers Announce New Double Helping for Hunger Program

Partnership to Benefit Hunger Task Force in Milwaukee

The Milwaukee Brewers and Sargento Foods are teaming up to raise money for those in need. Sargento proudly introduces the *Double Helping for Hunger* program, where every double the Brewers hit at Miller Park will help strike out hunger in Milwaukee.

Each time the Brewers hit a double at Miller Park during the 2018 regular season, Sargento Foods donates \$200 to Hunger Task Force, Milwaukee's free and local food bank and Wisconsin's leading anti-hunger organization. In fact, 35,000 Milwaukee-area residents benefit from Hunger Task Force's network of food pantries each month. The program will run through the Brewers entire regular season. This is the first year of the program between Sargento Foods and the Brewers.

"Not only will we be cheering for Brewers' batters to reach second base in one swing, *Double Helping for Hunger* gives the Sargento Family a chance to help feed our community," said Louie Gentine, CEO of Sargento Foods. "This new partnership shows our ongoing commitment to help fight hunger in Wisconsin. Hunger Task Force does outstanding work defeating hunger and we look forward to supporting their mission in partnership with the Milwaukee Brewers."

To bring visibility to the charitable program, scoreboard messaging will appear following each double, as well as occasional public address announcements.

At Miller Park, fans can enjoy cheese curds made with Sargento Cheese at kiosks and in concessions throughout the ballpark. Sargento *Balanced Breaks* cheese snacks will also be featured in select Miller Park Marketplace locations with shredded and sliced natural cheeses offered in suites.

Double Helping for Hunger's first crack at the bat is Monday, April 2 with the Brewers regular season home opener at Miller Park.

Press Conference

On Wednesday, March 28, Sargento and Hunger Task Force will be hosting a press conference to celebrate the new partnership. Members of Sargento, the Milwaukee Brewers and Hunger Task Force will be available to speak with media. Sargento mascot Sarge and Milwaukee Brewer's mascot Bernie Brewer will also be in attendance.



About Sargento Foods Inc.:

With 2,000 employees and net sales of \$1.4 billion, Sargento Foods is a family-owned company that has been a leader in cheese for more than 60 years. Founded in 1953 in Plymouth, Wisconsin, Sargento created the world's first successful pre-packaged sliced and shredded natural cheeses. Today, Sargento Foods is still based in Wisconsin, where they manufacture and market amazing shredded, sliced and snack natural cheese products, as well as ingredients and sauces. Company leadership lives to serve local communities and employees, whom they lovingly refer to as the Sargento Family.

www.sargento.com



About Hunger Task Force:

Hunger Task Force is Milwaukee's Free & Local food bank and Wisconsin's anti-hunger leader. The organization provides healthy and nutritious food to hungry children, families and seniors in the community absolutely free of charge. Hunger Task Force was founded in 1974 by a local advocacy group who then formed Milwaukee's first food bank. Today, Hunger Task Force is 100% supported by the community and provides a safety net of emergency food with dignity to a network of 75 food pantries, soup kitchens and homeless shelters. Through legislative analysis, education and community organizing, Hunger Task Force continues to advocate for anti-hunger policy at the local, state and federal level. For more information, visit HungerTaskForce.org.

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