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Sargento Foods Welcomes Lauren Farr and Erin Johnson

PLYMOUTH, Wis. – Feb. 12, 2016 – [Sargento Foods Inc.](#) announces Lauren Farr has joined the company as a Sales Analyst, while Erin Johnson has joined as Customer Business Manager in the Consumer Products Division.

In Lauren's newly created position, she will support the Kroger Sales Team to broaden the company's understanding of the shopper, category, competition and competitive market. Lauren will support Kroger headquarters and will lead in division engagement and business development.

Before joining Sargento Foods, Lauren worked at Impact Sales, where she supported the Kroger team as Lead Sales Analyst. In this role, she developed planograms, analyzed assortment, conducted research and drove in-store execution.

"Lauren has experience in project management, sales, customer service, people management and data analytics," said Louie Gentine, CEO of Sargento Foods. "I look forward to welcoming her to the Sargento family."

Lauren earned her bachelor's of business administration degree in marketing from Boise State University in Boise, Idaho. She will report to Dexter Russell, Team Leader-Kroger.

As Customer Business Manager, Erin will be responsible for the Sam's Club and BJ's Wholesale Club accounts and will manage the sale of Sargento Foods products, the development of markets and customer relations. Erin will be responsible for identifying new business opportunities and establishing and deepening customer relationships to support corporate strategies and objectives. She is based in Bentonville, Arkansas and will report to Josh Merryman, Director of Strategic Channels.

Previously, Erin worked at Hallmark Cards as an account executive and sales program leader. She has experience working with food brands, including Dannon and Kraft Foods.

"Erin joins us with an experienced background and leadership skills," Louie said. "She will be a welcome addition to our team."

Erin earned her bachelor's degree in public relations and sports marketing from Auburn University in Auburn, Alabama.

About Sargento Foods Inc.

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based meal solutions for more than 60 years. 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, has net sales exceeding \$1 billion and more than 1,800 employees. For more information, please visit www.sargento.com.

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