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## **Sargento Foods Welcomes Three New Hires to the Consumer Products Division**

**PLYMOUTH, Wis. – March 31, 2016** – [Sargento Foods Inc.](http://www.sargentofoods.com) announces three recent additions to the Consumer Products Division. Christina Becht has joined the company as National Customer Business Manager, West, John Stanwood has joined as Senior Marketing Manager of Alternate Channels and Matthew (Matt) Brisley has joined as a Customer Merchandising Manager.

Christina will be responsible for driving results by establishing and strengthening customer relationships to support the achievement of Sargento corporate strategies and objectives. She will oversee regional customers in the western part of the country, including Winco, Stater Bros, Raley's, Save Mart and Unified Grocers and report to Brian Ginn, Sales Team Leader, West.

“Christina’s experience managing teams and working with customers to increase sales and profitability makes her a great addition to our sales team,” said Louie Gentine, CEO of Sargento Foods. “We welcome her to the Sargento family.”

Prior to joining Sargento, Christina worked at The Kraft Heinz Company and progressed through many roles, including Direct Store Delivery Retail, Logistics Supervisor, Customer Retail Manager, Food Service Lead and Customer Category Manager. She was also responsible for developing a Hispanic program for Unified Grocers and utilizing insights to drive sales across the Southern California independent stores.

Christina earned her bachelor’s of business administration from the University of California in Riverside. She also completed the Food Industry Executive Program at the University of Southern California in Los Angeles. Christina will be based in California.

Within his role as Senior Marketing Manager of Alternate Channels, John will collaborate with the marketing team to develop and execute strategies and new products. His work with new products will grow the Sargento brand in alternate retail channels, including Club, Convenience Stores, Value and E-commerce. He will report to Chris McCarthy, Director of Marketing, and work from Sargento headquarters in Plymouth.

“John’s experience in marketing and brand management is impressive, and so is his history of effective collaboration to meet and exceed goals,” Louie said. “We know he’ll make a positive impact on the Sargento family.”

Previously, John worked with top brands at ConAgra Foods and Kimberly-Clark Corporation. He has led strategic planning and execution, developed brand campaigns and consistently improved financial performance.

John earned his master's degree in business administration with a major in marketing from the University of Wisconsin-Madison in Madison, Wisconsin.

As Customer Merchandising Manager, Matt will lead the Kroger Sales Team to achieve sales objectives and support strategic planning and execution. Additionally, Matt will be responsible for training, developing and maintaining retail relationships. He will report to Dexter Russell, Kroger Team Leader, and be based in Cincinnati.

"Matt has valuable experience in retail, sales, leadership and project management," said Louie. "With his drive and focus, Matt will be an asset to our team."

Before joining Sargento Foods, Matt worked as Merchandising Manager at PepsiCo. in the Dayton market. In this role, he managed retail merchandising, sales attainment, training and team oversight. During his time at PepsiCo., Matt also served as a Bulk Customer Representative where he serviced large format accounts, including Kroger, Wal-Mart and Target.

Matt earned his bachelor's of science in criminal justice with minors in business, marketing and Slavic languages and literature from Indiana University in Bloomington. Matt is working toward his master's degree in business administration with a marketing concentration at Wright State University in Dayton, Ohio.

### **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](http://www.sargento.com).

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