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## **SARA LEE FOODSERVICE FEATURES GREAT-TASTING PRODUCTS, MARKETING EXPERTISE, TO HELP C-STORES INCREASE SALES ALL DAY**

ATLANTA – (Nov. 7, 2007) – Leveraging its culinary and marketing expertise, Sara Lee Foodservice is introducing six new beverage, bakery and protein solutions for every day part at the National Association of Convenience Stores (NACS) Show (Booth: #824).

“We’ve developed these new products under the *Sara Lee* and *Jimmy Dean* brands, based on extensive consumer and operator research, to meet the needs of on-the-go consumers and c-store operators of any size who want to increase traffic and build business,” said Mike Knowles, chief marketing officer, Sara Lee Foodservice. “Our dedicated, experienced c-store team understands the c-store marketplace and will work with operators to help them drive sales through our great merchandising tools, strategic planning support and training programs.”

The Sara Lee Foodservice booth is designed to simulate a c-store experience for consumers and operators alike. Operators can sample new products and view first-hand some of the equipment and merchandising tools available. The company will showcase the following products in the innovation area of its booth:

- ***Toastworks*** toasted sandwiches, developed through a partnership with TurboChef Technologies, Inc., a leader in high-speed cooking technology.
- ***The Big Jimmy*** by *Jimmy Dean*, an innovative, new line of bigger, bolder hot breakfast sandwiches made with smoked and cooked split sausages, a fried egg, cheddar cheese and an English muffin. These savory, handheld sandwiches have more meat than the average breakfast sandwich and help operators respond to consumer demands for “grab and go” meal options.
- ***Stuffins***, a great-tasting, handheld breakfast and snack innovation under the *Sara Lee* and *Jimmy Dean* brands that capitalize on three trends: away-from-home breakfast, snacking and portable foods.

- **Superior Hot Breakfast Smoothies**, an innovative, new, hot breakfast drink packed with nutrition to jump start the day; available in delicious brown sugar cinnamon and mixed berry.
- **Caffiato**, an iced specialty beverage with one-touch ease, available in original iced coffee, mocha iced coffee, French vanilla iced coffee and chai tea latte, made with *Douwe Egberts* 100% Colombian coffee and real dairy.
- **Douwe Egberts One-Touch Flavor Station**, a new, “next generation” *Douwe Egberts* brewer, offers brewed, flavored coffee beverages such as cappuccinos and lattes with real, coffee-house taste in up to 12 different flavors (including amaretto, Irish cream, hazelnut, caramel and sugar-free vanilla) and more than 50 potential beverage combinations.

Sara Lee Foodservice will round-out these products with a new and improved *Hillshire Farm* bratwurst, new varieties of *State Fair* corn dogs, great-tasting butcher wrap sandwiches as well as *Pickwick* iced teas, flavored Cappuccinos and *Sara Lee* muffins and danish.

#### **About Sara Lee Foodservice**

Based in Downers Grove, Ill., Sara Lee Foodservice is a leading supplier of coffee and tea, meat, and bakery solutions, providing value beyond its products to a broad base of foodservice operators throughout North America. The business markets products enjoyed away from home for every day part under such well-known brand names as *Douwe Egberts*, *Superior Coffee* and *Pickwick* beverages; *Sara Lee* and *Chef Pierre* bakery products; and *Sara Lee*, *Jimmy Dean*, *Ball Park*, and *Hillshire Farm* meats.

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