

**Sara Lee Corporation**  
3500 Lacey Road  
Downers Grove, IL 60515

# News



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Contact **Kim Yurkovich, O'Malley Hansen Communications, +1.314.721.8121**  
**Sara Matheu, Sara Lee Corporation, +1.630.598.8722**

## **NEW NUTRITION LABELING ON SARA LEE BREAD, BUN AND BAGEL PRODUCTS HELP CONSUMERS MAKE INFORMED FOOD NUTRITION DECISIONS**

*Sara Lee Nutritional Spotlight will launch on Soft & Smooth breads, the company's best-selling bread line*

DOWNERS GROVE, Ill. (Jan. 6, 2009) – *Sara Lee* North American Fresh Bakery, the makers of the best-selling bread in the country, is launching new labels to help consumers make better food choices. The easy-to-read call-out graphics with key nutrition information, Nutritional Spotlight, will appear on all of its bread, bun and bagel products beginning in January with their Soft & Smooth™ bread line. This new labeling provides consumers with essential nutrition facts to make fast, informed decisions about the *Sara Lee* bread, bun and bagel products they purchase for their families.

The Nutritional Spotlight banner complements the Nutrition Facts Label currently required on all food products providing consumers a quick snapshot of important dietary nutrients. The new Nutritional Labeling is part of *Sara Lee's* continued effort to educate America on the health benefits of their fresh bakery products and alleviate confusion in the bread aisle.

“We know individuals want convenient, nutritious choices when shopping at their grocery stores,” said Tim Zimmer, vice president, *Sara Lee* North American Fresh Bakery. “The Nutritional Spotlight helps individuals quickly identify *Sara Lee* products that contain the nutrients most important to them and their families.”

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The Nutritional Spotlight highlights:

- Calories, total fat, sodium and sugars per serving on all products
- Percentage of daily recommended folic acid per serving on all *Sara Lee* white bread, bun and bagel products
- Percentage of daily recommended fiber per serving on all *Sara Lee* wheat and whole wheat bread, bun and bagel products
- Grams of whole grain recommended per serving on all *Sara Lee* white, wheat & whole wheat bread and bun products

*Sara Lee* also offers consumers information about the new labeling initiative on the company's branded site, [www.thejoyofeating.com](http://www.thejoyofeating.com), including a feature to help individuals select the products that best meet their nutritional needs. For example, a growing family is able to search for a loaf of bread that contains whole grain or folic acid; for others looking to maintain their weight, they have the ability to compare calories across varieties.

“Choosing the right bread is a vital part of a healthy diet and an easy way to get essential nutrients needed to maintain a nutritious lifestyle,” said Connie Diekman, RD and Nutrition Communications Consultant. “Reading nutrition labels and making informed decisions about the everyday food purchases a family makes will greatly impact their overall health.”

### **About Sara Lee North American Fresh Bakery**

*Sara Lee* is the No. 1 fresh packaged bakery brand in the country with an innovative portfolio of fresh breads, buns, bagels, rolls and English muffins designed to meet a wide variety of preferences and sensibilities - without sacrificing taste. Products included in the *Sara Lee* Fresh Bakery portfolio are *Soft & Smooth* Wheat and Made with Whole Grain White Bread, *Soft & Smooth* Wheat and White Hotdog and Hamburger Buns, *Hearty & Delicious* Bread, *45 Calorie and Delightful* Bread, Classic wheat and white breads, breakfast breads, bagels and English muffins. *Sara Lee* has seen success with its bread line, particularly the *Soft & Smooth* Made with Whole Grain White Bread, which since its launch in 2005 has become the best-selling loaf in the country. Consumers can learn more about *Sara Lee* products at [www.thejoyofeating.com](http://www.thejoyofeating.com).

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### **About Sara Lee Corporation**

Each and every day, Sara Lee (NYSE: SLE) delights millions of consumers and customers around the world. The company has one of the world's best-loved and leading portfolios with its innovative and trusted food, beverage, household and body care brands, including *Ambi Pur*, *Ball Park*, *Douwe Egberts*, *Hillshire Farm*, *Jimmy Dean*, *Kiwi*, *Sanex*, *Sara Lee*, and *Senseo*. Collectively, these brands generate more than \$13 billion in annual net sales covering approximately 200 countries. The Sara Lee community consists of 44,000 employees worldwide. Please visit [www.saralee.com](http://www.saralee.com) for the latest news and in-depth information about Sara Lee and its brands.

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