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News

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BREAK OUT YOUR LADERHOSEN, DUST OFF YOUR BEER STEINS AND 'WILLKOMMEN' OKTOBERFEST WITH HILLSHIRE FARM®

Hillshire Farm Helps Celebrate with Fall Recipes that Elevate your Oktoberfest Meal

DOWNERS GROVE, Ill. (Sept. 21, 2009) – Over six million people take part in Oktoberfest festivities each year. One of most famous events in Germany, the sixteen day-long celebration is duplicated in cities across the world equating to the consumption of roughly 750,000 sausages. *Hillshire Farm* says ‘Essen, Trinken, Fr hlichsein!’ (Eat, Drink and be Merry!) and is here to help you celebrate with Beef Smoked Sausage and Polska Kielbasa, the perfect bases for elevating an authentic Oktoberfest meal.

Slow cooked with natural spices, *Hillshire Farm* Beef Smoked Sausage and Polska Kielbasa make a quick and easy meal that’s savory, hearty and delicious. Both *Hillshire Farm* Beef Smoked Sausage and Polska Kielbasa are versatile, using quality cuts of meat, such as beef, pork and turkey that are great on their own or glazed and grilled.

And don’t forget the kraut. No Oktoberfest *Hillshire Farm* Smoked Sausage recipe is bona fide without sauerkraut. Silver Floss® Traditional Style or Krrrrisp Kraut offers a tart and tangy taste, while the Bavarian style vies a sweet and mild taste – an essential topping or side dish for smoked sausage. Try these *Hillshire Farm* recipes for your Oktoberfest festivities and give your friends something to yodel home about this year:

Oktoberfest in a Slow Cooker

Makes 6 servings

Ingredients

2 1-lb ropes *Hillshire Farm* Polska Kielbasa, cut into 3-inch pieces
1 32 oz. glass jar *Silver Floss* sauerkraut
1/2 cup brown sugar
1 tablespoon caraway seeds
2 russet potatoes, peeled and cut into 1-inch cubes
1/2 cup beer (optional)
1 medium yellow or white onion, sliced

Method

1. In a medium bowl, combine the *Silver Floss* sauerkraut, brown sugar, caraway seeds, potatoes and beer (if using). Place in slow cooker.
2. Arrange the *Hillshire Farm* Polska Kielbasa over the sauerkraut and sprinkle with onion.
3. Cook on high for two hours. Lift the lid and check to see whether the mixture is drying out, adding some water (or beer) if necessary. Reduce heat to low setting, and cook on low for two more hours

Sauerkraut Sausage Balls

Makes 24 balls

Ingredients

1 pound *Hillshire Farm* Beef Smoked Sausage, cut into 1/4-inch pieces
1 16-ounce glass jar *Silver Floss* sauerkraut, drained and minced
2 tablespoons vegetable oil
1/2 yellow onion, diced
1 clove minced garlic
1 teaspoon prepared mustard
1 8-ounce package cream cheese, softened
2 quarts oil for frying
1 1/2 cups all-purpose flour
2 eggs, lightly beaten
2 cups seasoned bread crumbs

Method

1. Heat vegetable oil in a medium skillet over medium heat. Saute onions until soft, about 7 minutes. Add garlic and cook an additional minute.
2. Mix *Hillshire Farm* Beef Smoked Sausage, *Silver Floss* sauerkraut, mustard, and cream cheese with cooked onions and garlic. Chill one hour.
3. Heat oil in deep-fryer to 375 degrees F (190 degrees C).
4. Place flour in a small bowl. Blend beat eggs in another small bowl. Place seasoned bread crumbs in a separate medium bowl.

5. Roll the chilled sausage mixture into 1 inch balls. Dredge sausage balls one at a time first in flour, then in egg and finally in bread crumbs.
6. Deep fry the sausage balls in small batches in the preheated oil until golden brown, about 3 minutes. Drain on paper towels and serve warm with German-style mustard.

In honor of the *Hillshire Farm* 75th Anniversary, the brand will be releasing a celebratory recipe book just in time for Oktoberfest. Available to consumers starting October 4, the recipe book will feature a collection of recipes sure to satisfy one's inner chef. The recipe book will be available free with the purchase of any three *Hillshire Farm* Smoked Sausage products. For more information or additional recipes, visit www.gomeat.com.

About Hillshire Farm

Hillshire Farm has been providing quality meat products since 1934. Our products are versatile, easy to use and are available in convenient stay-fresh packaging in a variety of cuts, sizes and flavors. The *Hillshire Farm* portfolio of quality meats include *Hillshire Farm* sausage products, such as *Hillshire Farm* Smoked Sausage, *Hillshire Farm* Link Sausage and *Hillshire Farm* Lit'l Smokies® cocktail links. Visit www.gomeat.com for additional information.

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*, *Senseo* and *Bimbo*. Collectively, these brands generate approximately \$13 billion in annual net sales covering nearly 200 countries. The Sara Lee community consists of 41,000 employees worldwide. Please visit www.saralee.com for the latest news and in-depth information about Sara Lee and its brands.

About Silver Floss

Silver Floss and Krrrrisp Kraut are America's top selling brands of Sauerkraut. Look for Silver Floss in your grocer's canned vegetable section and Krrrrisp Kraut in the refrigerated meat or deli case. Both brands are produced and distributed by Great Lakes Kraut – the world's largest manufacturer of Sauerkraut. Visit <http://www.greatlakeskraut.com/> for additional information.

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