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News

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SARA LEE FOODSERVICE DEBUTS GOOD ORIGIN SUSTAINABLE COFFEE IN THE U.S.

Sara Lee partners with comprehensive global certification program UTZ CERTIFIED Good Inside to offer proven, sustainable coffee solution to U.S. foodservice customers.

DOWNERS GROVE, Ill. (March 31, 2008) – Building on its position as the third largest coffee roaster in the world and its success in driving sustainability in its European beverage business, Sara Lee® Foodservice is introducing Good Origin sustainable coffee to the U.S. market.

“The introduction of Good Origin builds on our winning European formula and helps us incorporate sustainability as part of a viable business strategy for coffee producers,” said Mike DePriest, senior brand manager, *Sara Lee* Foodservice. “Taking a comprehensive approach to sustainability through our partnership with UTZ CERTIFIED Good Inside® makes good business sense for both our customers and our company. It provides consumers with great-tasting coffee that they know has been produced responsibly – by balancing people, planet and profit,” said DePriest.

Sara Lee is the world’s largest buyer of UTZ CERTIFIED *Good Inside* sustainable coffee. During the past four years, *Sara Lee* has achieved an eight-fold increase in its sustainable coffee volumes: from 2,500 tons in 2004 to the 20,000 tons it has committed to procure in 2008. *Sara Lee* has introduced its Good Origin brand in countries such as the Netherlands, the United Kingdom and Denmark, where consumer demand for sustainable coffee is growing rapidly.

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According to UTZ CERTIFIED *Good Inside*, worldwide sales of its certified sustainable coffee have increased ten-fold over the last five years. The organization credits the evolution of consumer attitudes, which increasingly reflect a desire for quality coffee, along with concern for how coffee production impacts local communities in coffee growing countries.

“While *Sara Lee* has acted responsibly in the coffee market for many years, partnering with UTZ CERTIFIED *Good Inside* demonstrates its increasing commitment to sustainable quality,” said Graham Mitchell, general manager, U.S., UTZ CERTIFIED *Good Inside*. “In fact, *Sara Lee* is showing its commitment by doubling its purchase of certified sustainable coffee from 2007 to 2008.”

Good Origin Sustainable Coffee is targeted to a wide variety of U.S. markets including colleges and universities, business and industry, healthcare, lodging, national restaurants, convenience stores and commercial food operations. The new, UTZ CERTIFIED *Good Inside* coffee is available in three varieties under the Good Origin Premium label (Moyobamba Peru, Terrenos Gemelos and Copita Madura Decaf) and three varieties under the Good Origin Gourmet label (Pluma de Oaxaca, Tres Joyas and Copa Oscura Decaf). Each variety is packed in a NaturalBox carton, made with 100 percent post-consumer-recycled-materials.

UTZ CERTIFIED *Good Inside*'s worldwide certification program sets the standard for responsible coffee production and sourcing. It offers a market-based business model, supply chain transparency and credible program requirements that address economic viability, social responsibility and environmental protections. With UTZ certification, Good Origin coffee is traceable from farm to cup: consumers can visit www.goodorigin.com and select the source code printed in black on the front of the bag in the drop-down menu to identify the coffee's specific origin.

For more information about the Sara Lee commitment to sustainability, visit www.saralee.com/AboutSaraLee/Sustainability.aspx.

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 \$12 billion in annual net sales covering approximately 200 countries. The Sara Lee community consists of 52,000 employees worldwide. Please visit www.saralee.com for the latest news and in-depth information about Sara Lee and its brands.

About UTZ CERTIFIED *Good Inside*

Since 2002, UTZ CERTIFIED has set the world standard for professional coffee growing and sourcing with care for local communities and the environment. UTZ CERTIFIED cooperatives, estate farms and producer groups comply with the UTZ Code of Conduct and are inspected annually by independent, third-party auditors. As an independent, international, non-profit organization, UTZ CERTIFIED *Good Inside* standards help coffee farmers, cooperatives and producer groups show their buyers that their coffee is produced professionally, with socially and environmentally appropriate growing practices and efficient farm management. In addition, it provides roasters and brands a tool to incorporate and demonstrate responsible sourcing practices for their coffee portfolio. UTZ CERTIFIED *Good Inside* is expanding into other commodities, such as cocoa and tea, to become the leading certification and traceability program for these commodities. For more information, please visit www.utzcertified.org

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