

**Sara Lee Corporation**  
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# News

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## **MOMS ACROSS THE NATION ARE BEING CALLED UPON TO TAKE “THE HILLSHIRE FARM® FRESH TASTE CHALLENGE”**

*Hillshire Farm bets \$5 that Americans will say its lunchmeat tastes fresher than they think pre-packaged lunchmeat can taste*

DOWNERS GROVE, Ill. (July 6, 2010) – The summer months are fleeting and it won’t be long before moms everywhere hit the supermarket to ready their kids’ lunchboxes for the back to school season. With a goal of helping moms provide the best lunchtime options for her family – while even exceeding her own expectations – *Hillshire Farm* announced today that it has launched the “*Hillshire Farm* Fresh Taste Challenge.” Calling upon moms to re-think their perceptions of how fresh lunchmeat can taste, *Hillshire Farm* is asking moms nationwide to “take the challenge” by simply trying any participating *Hillshire Farm* lunchmeat. Anyone who agrees that *Hillshire Farm* tastes fresher than they think pre-packaged lunchmeat tastes, can instantly download \$5 in coupons at [www.gomeat.com](http://www.gomeat.com) and, if not, can sign up for a \$5 Grocery Gift Card\*.

“By launching the ‘*Hillshire Farm* Fresh Taste Challenge,’ we’re helping to reshape the way mom thinks about lunchmeat by exceeding her ‘fresh taste expectations.’ At *Hillshire Farm* we take tremendous pride in our premium quality lunchmeat, which is created with no by-products or artificial flavors. We’re literally betting that when moms taste *Hillshire Farm*, they will become believers in just how fresh lunchmeat can and should taste,” said Tim Roush, vice president lunch and dinner, Sara Lee North American Retail.

To further its mission of keeping lunchtime its best, *Hillshire Farm* is assembling the “*Hillshire Farm* Fresh Squad,” a group of fresh-obsessed experts who will provide ideas and solutions that will help moms across the country make lunchmeat sandwiches taste fresher than they ever thought possible. From appearing on television stations in major U.S. cities to offering tips on popular blogs and web sites, the “Fresh Squad” is focused on helping moms create the best lunches possible through the fresh taste of *Hillshire Farm* lunchmeat.

Additionally, timed to the start of the back to school season, the “Fresh Squad” will be deployed to find the blogs across the country that go above and beyond in providing valuable food and lunchtime tips to their followers. Blogs who meet the “Fresh Squad’s” criteria of offering content that exceeds expectations, will be recognized with “Fresh Blogs” designations.

*Hillshire Farm* is offered in a double-sealed, re-sealable tub that is designed to lock in freshness and great taste – no package keeps lunchmeat fresher, longer\*\*. *Hillshire Farm* is available in dozens of varieties including:

- *Deli Select* Ultra Thin: NEW Lower Sodium Oven Roasted Turkey Breast, NEW Lower Sodium Honey Ham, Cracked Black Pepper Turkey Breast, Oven Roasted Turkey Breast, Pastrami, Mesquite Smoked Turkey Breast, Smoked Ham and Rotisserie Seasoned Chicken Breast, Honey Roasted Turkey Breast and Honey Ham.
- *Deli Select* Premium Hearty Slices: Virginia Brand Baked Ham, Oven Roasted Turkey Breast and Signature Honey Ham.

*Hillshire Farm* products can be purchased in the lunchmeat aisle at grocery stores nationwide. For more information and lunchtime tips, visit [www.gomeat.com](http://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 includes: *Hillshire Farm Deli Select* lunchmeats. Visit [www.gomeat.com](http://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* and *Senseo*. Collectively, these brands generate approximately \$13 billion in annual net sales covering approximately 180 countries. The Sara Lee community consists of 41,000 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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\*For complete promotion terms and conditions, visit [www.gomeat.com](http://www.gomeat.com)

\*\*Based on air and moisture level tests of the leading lunchmeat tub packages.