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News



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HILLSHIRE FARM ADDS NEW PREMIUM HEARTY SLICES TO DELI SELECT SANDWICH MEAT PRODUCT LINE

Four new flavors provide consumers with a quality thicker and heartier option for sandwiches

DOWNERS GROVE, Ill. (Nov. 12, 2007) – Sara Lee North American Retail announced today that Hillshire Farm® Deli Select® product line is introducing the new *Premium Hearty Slices* brand of sandwich meat. Four flavors are launching – Signature Honey Ham, Virginia Brand Baked Ham, Honey Roasted Turkey, and Oven Roasted Turkey – offering consumers the same premium quality lunchmeat from *Hillshire Farm*, but in a thicker slice for a heartier sandwich.

This new addition joins the Deli Select® Ultra Thin™ meat line, the No. 1 selling deli thin sandwich meat, on store shelves nationwide this month. Two-thirds of pre-packaged lunchmeat consumers prefer heartier, thicker slices (Source: 2003 AA&U), and with new *Deli Select Premium Hearty Slices* brand, consumers can now choose the slice thickness they prefer when making a sandwich. *Hillshire Farm Premium Hearty Slices* start with premium quality meats so consumers may enjoy a hearty, deli-quality sandwich anytime. Additionally, the thicker slices are folded and layered which allows sandwich eaters to take as many slices as wanted when making their favorite sandwich.

“*Hillshire Farm* is dedicated to providing our consumers with new, fresh and delicious food options,” said Tim Roush, vice president for *Hillshire Farm*. “With the launch of *Deli Select Premium Hearty Slices* product line, it’s all about providing meat lovers with options, and *Hearty Slices* meets our consumers’ needs for the flavorful, heartier slice of lunchmeat they crave with the quality they have come to know from *Hillshire Farm*.”

Deli Select Premium Hearty Slices sandwich meat, which are double-sealed in a re-sealable GladWare® container for freshness, will be available in the refrigerated meat section at most grocery store chains nationwide this fall at a retail price of about \$3.99.

Hillshire Farm has always been on the cutting edge of innovation in the deli meat category. In 1991, it introduced deli-style pre-packaged sandwich meat to the market, followed by the 2002 development of deli-cut thin style pre-packaged meat in a revolutionary re-sealable GladWare® packaging for even further convenience for consumers, ensuring that *Hillshire Farm* deli meat stays fresher, longer.

About Hillshire Farm

Hillshire Farm has been providing quality meat products since 1934. Its 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* Deli Select, sausage products (*Hillshire Farm* Sausages, *Hillshire Farm* Summer Sausages, and *Hillshire Farm* Lit’l Smokies®), *Hillshire Farm* Hams and *Hillshire Farm* Entrée Salads. Visit www.gomeat.com for additional information.

About Sara Lee

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.