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# News



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## **B.Y.O.B. -- "BRING YOUR OWN BRAT!"**

### **Hillshire Farm<sup>®</sup> Teams with MillerCoors<sup>™</sup> to Introduce *Hillshire Farm Miller High Life Beer Brats***

*Hillshire Farm Also Introduces Hot & Spicy Italian Style Smoked Sausage  
for Grilling Season 2009*

DOWNERS GROVE, Ill. (April 6, 2009) – It's time to awaken the grill from its winter slumber with two new *Hillshire Farm* Sausage flavors that are sure to please the palate of meat lovers everywhere. Sara Lee North American Retail announced today that it is tapping into the taste and expertise of *Miller High Life* beer to introduce *Hillshire Farm Miller High Life Beer Brats*. Sure to be the hit of the grilling season, *Hillshire Farm Miller High Life Beer Brats* contain the delicious flavor of brats cooked in beer and can be prepared in only a fraction of the time. The bun-sized sausages deliver authentic *Miller High Life* beer flavor and are convenient enough to enjoy anytime.

“We’ve always been dedicated to bringing unparalleled quality, taste and convenience to our consumers. Bringing together the great tastes of brats and beer has been a long standing tradition that began to take shape with our consumers. We knew we had an opportunity to provide this perfect flavor profile in a single product offering,” said Tim Roush, vice president, lunch and dinner brands for *Hillshire Farm*. “By teaming up with one of America’s most popular beers to create *Hillshire Farm Miller High Life Beer Brats*, we've made it even easier for consumers to enjoy quality beer brats, bursting with flavor.”

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“For more than 100 years, *Miller High Life* has represented quality and value – rewarding consumers with a delicious beer at a great price,” said Kevin Oglesby, High Life senior brand manager. “We like to call High Life ‘common sense in a bottle.’ Well, the *Hillshire Farm Miller High Life* Brat is common sense in a bun. Beer fans and brat fans are in for a real treat.”

***Viva Italia!***

Also new for 2009, *Hillshire Farm* Hot & Spicy Italian Style Smoked Sausage adds an Italian flair to the next grilling occasion. *Hillshire Farm* Hot & Spicy Italian Style Smoked Sausage delivers old-world Italian flavor, slow cooked with natural spices. The bun-sized sausages are made from quality cuts of meat and are sure to be a hot hit this summer on grills nationwide.

“Spicy Italian Sausage will be one of the most popular flavors for grillers in 2009,” added Roush. “We are pleased to deliver a quality Italian sausage with the great taste that meat lovers expect from *Hillshire Farm*. Our new Hot & Spicy Italian Style Smoked Sausage cuts out the need for marinating, making it a quick and delicious way to add a little kick when firing up the charcoals.”

Both *Hillshire Farm Miller High Life* Beer Brats and *Hillshire Farm* Hot & Spicy Italian Style Smoked Sausage will be hitting the road this spring when they take part in the seventh season of the Char-Broil(R) Infrared Tour. Presented by *Char-Broil*, America's oldest and largest grill brand, the grilling tour will kick off on April 6 and continue through November 15. The tour will travel to the nation's outdoor festivals, NASCAR races and retail stores conducting cooking demos and offering grilling tips and free samples. For more information, or to access the tour schedule, visit [www.charbroil.com](http://www.charbroil.com).

In supermarkets nationwide this spring, *Hillshire Farm Miller High Life* Beer Brats and *Hillshire Farm* Hot & Spicy Italian Style Smoked Sausage are available in packs of six for a suggested retail price of \$3.99. Nationwide TV spots for the new “Backyard” *Hillshire Farm Miller High Life* Beer Brats will air beginning May 4. Visit [www.gomeat.com](http://www.gomeat.com) for more information on *Hillshire Farm*, including recipes and product information.

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**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<sup>®</sup> cocktail links. 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 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.

**About MillerCoors**

Built on a foundation of great beer brands and more than 288 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to refreshment as cold as the Rockies. MillerCoors brews full-calorie beers Coors Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Grolsch, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and Sparks. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, WI and two microbreweries, the Leinenkugel's 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company.

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