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General Mills brand chooses Boulder County manufacturer

Progresso Food's new Specialty Sauces and Pastas to be manufactured by Fresca Foods Inc.

LOUISVILLE, Colo. (July 31, 2012) -- Natural foods contract manufacturer Fresca Foods Inc. today announced its partnership with General Mills as a licensee to Progresso Foods. Fresca will manufacture a new category of products under the Progresso brand: Frozen Specialty Sauces and Pastas.

According to the 2010 U.S. Department of Commerce Industry Report, 36 percent of consumers' annual food spending went toward frozen foods, including ready-to-serve meals, and frozen food sales are expected to grow. Progresso's new line, featuring all-natural ingredients, caters to busy families seeking easy dinner ideas that have a homemade touch. They can be enjoyed as-is or used in easy recipes found at www.progressofrozensauces.com.

Boulder County, Colo., Fresca Foods' home since 1992, is renowned as an epicenter for natural and organic foods. As consumers demand healthier meal options that are also convenient, mainstream iconic brands – like Progresso – are finding Boulder a hub for new product innovation and manufacturing.

General Mills chose Fresca Foods for this new partnership because of its high standards of food quality and leadership as a fully integrated manufacturing and brand management organization.

"We're honored to be a resource to such nationally iconic brands as Progresso Foods, and we value partnerships, like this one, that allow Boulder to continue to grow as an innovative food hub for the nation," said Liz Myslik, executive vice president of marketing and sales for Fresca Foods.

The Progresso Frozen Specialty Sauces and Pastas are available in Albertson's – Arizona, Dierberg's, and Meijer stores, and will expand distribution throughout the year.

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About Fresca Foods Inc.

[Fresca Foods](http://www.frescafoods.com), founded in 1992, is a leading natural and organic foods manufacturer that helps high-growth brands significantly scale up their operations and drive additional cash flow into their business. Fresca manages all aspects of the supply chain for its clients, freeing up brand managers' time and working capital to invest in sales and marketing. Fresca consistently achieves the highest levels of quality and safety validation in the industry and delivers on time and in full to support its customers' rapid expansion. The Company is a long-time supporter of the Emergency Family Assistance Association, Community Food Share and Naturally Boulder Task Force. All of Fresca's facilities are 100% wind powered.



About General Mills

General Mills is one of the world's leading food companies, operating in more than 100 countries. Its consumer brands include Cheerios, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Progresso and Old El Paso. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2012 net sales of US\$16.7 billion.

About Progresso

The Progresso tradition began in 1905 when a young Sicilian, Vincent Taormina, began a small importing business to bring authentic Italian foods to Italian-American families. Driven by the wartime shortage of imported products, Progresso opened its original manufacturing plant in Vineland, N.J., where the company created the first Progresso premium soup in 1949, a minestrone based on an old family recipe. It was the first canned, ready-to-serve soup in America. Progresso has grown to become the No. 1 ready-to-eat soup brand in America by using quality ingredients and adding new products like High Fiber and World Recipes. It established a new health segment with the Progresso Light line for those concerned with weight management. Progresso continues to build on its rich history of flavorful products that delight the consumer.