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News

FOR IMMEDIATE RELEASE

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HILLSHIRE FARM® CHICKEN HARDWOOD SMOKED SAUSAGE WILL HAVE CONSUMERS FLOCKING TO GROCERY STORES NATIONWIDE

Chicken Hardwood Smoked Sausage makes a hearty and flavorful addition to any winter meal

DOWNERS GROVE, Ill. (February 11, 2010) – Sara Lee North American Retail announced today the launch of *Hillshire Farm* Chicken Hardwood Smoked Sausage, a better-for-you alternative for consumers who love the taste of sausage, but prefer a lower-fat, poultry option. With 60 percent less fat than its traditional sausage counterparts¹, *Hillshire Farm* Chicken Hardwood Smoked Sausage contains no MSG or MSC and can be substituted into almost any recipe, or used in a delicious new creation of your own.

Made from delicious chicken and spices, *Hillshire Farm* Chicken Hardwood Smoked Sausage has a distinctly light flavor that lends itself well to a variety of other ingredients, making cooking with it much more interesting. According to a recent study conducted by The NPD Group on national eating trends, the number of consumers preparing meals at home has sharply risen due to the uncertain economy² and *Hillshire Farm* Chicken Hardwood Smoked Sausage offers both an easy and economical way to enjoy a great tasting meal.

“With American families consuming more poultry than ever before, *Hillshire Farm* fills a void in the marketplace with the introduction of Chicken Hardwood Smoked Sausage” said Tim Roush, vice president, lunch and dinner brands for Sara Lee. “We know that offering our consumers variety, as well as an economical and lower-fat option, are most important.

¹ Source: U.S. Department of Agriculture, Agricultural Research Service, USDA Nutrient Data Laboratory. 2009. USDA National Nutrient Database for Standard Reference, Release 22.

² <http://www.npdinsights.com/archives/october2009/info.insights.html>

Introducing *Hillshire Farm* Chicken Hardwood Smoked Sausage to the marketplace is a natural next step in our on-going commitment to bringing consumers delicious choices that meet their ever evolving needs.”

Hillshire Farm Chicken Hardwood Smoked Sausage can be prepared in many ways. Try it in a grilled Panini sandwich, as a unique pizza topping or as a beef substitute in your favorite skillet, stir-fry or pasta recipe. For a smoky grilled flavor, skewer it with vegetables for shish kabobs, or add it to Jambalaya, Gumbo or Red Beans and Rice. *Hillshire Farm* Chicken Hardwood Smoked Sausage can be sautéed, baked or barbequed, and is versatile enough for the whole family to enjoy. Here are a couple recipes that will be instant favorites:

***Hillshire Farm* Chicken Hardwood Smoked Sausage with Cous Cous**
Serves 6

Ingredients:

1 package (16 oz.) *Hillshire Farm* Chicken Hardwood Smoked Sausage
1½ cups water
2 medium red apples, chopped (about 2 cups)
½ cup seedless raisins
¼ teaspoon ground cinnamon
1 cup cous cous
¼ cup sliced green onion
2 tablespoon slivered almonds, toasted (optional)

Preparation:

1. Cut sausage into 1/2” pieces. Spray a large non-stick skillet with cooking spray. Heat over medium-high heat for 2 minutes. Add sausage and cook, stirring frequently 3-4 minutes or until lightly browned.
2. Add water, apple, raisins and cinnamon to skillet; bring to a boil. Stir in cous cous and green onion. Cover; remove from heat. Let stand 5 minutes. Sprinkle with almonds, before serving, if desired.

***Hillshire Farm* Southwest Chicken Hardwood Smoked Sausage Skillet**
Serves 6

Ingredients:

1 package *Hillshire Farm* Chicken Hardwood Smoked Sausage, cut into ½ - inch thick slices

1 large zucchini, sliced
2 cups frozen corn with red and green bell peppers and onion, thawed and drained
1 can (15 oz.) black beans, drained and rinsed
2 cups cooked white rice
½ cup salsa
1 teaspoon chili powder
1 cup (4 oz.) shredded Mexican cheese blend

Preparation:

1. Spray a large non-stick skillet with no-stick cooking spray. Add sausage, zucchini and corn mixture; cook and stir over medium-high heat for 8 minutes or until vegetables are cooked and sausage is heated through.
2. Stir in black beans, rice, salsa and chili powder. Cook and stir for 5 minutes or until heated through.
3. Sprinkle with cheese and cilantro (if desired), just before serving.

In supermarkets nationwide this February, *Hillshire Farm* Chicken Hardwood Smoked Sausage will be available in 14-ounce packages for a suggested retail price of \$3.99. Visit www.GoMeat.com for more information on *Hillshire Farm*, including recipes and product information.

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* sausage products, such as *Hillshire Farm* Smoked Sausage, *Hillshire Farm* Link Sausage and *Hillshire Farm* Lit'l Smokies® cocktail links. Visit 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*, *Senseo* and *Bimbo*. Collectively, these brands generate approximately \$13 billion in annual net sales

covering nearly 200 countries. The Sara Lee community consists of 41,000 employees worldwide. Please visit www.saralee.com for the latest news and in-depth information about Sara Lee and its brands.

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