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News

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ZESTY, SAVORY OR SMOKEY - SARA LEE SPICES UP THE HOMEMADE SANDWICH WITH NEW, INDIVIDUALLY PACKAGED SANDWICH DRESSINGS

New Sara Lee Fresh Ideas Sandwich Dressings offer six tasty flavors in individual packets perfect for making restaurant-style sandwiches at home

DOWNERS GROVE, Ill. (August 1, 2008) – Sandwiches have come a long way since peanut butter and jelly in a brown bag. The boom of sandwich shops means Americans are hungry for unique flavors any time of day. With new Sara Lee Fresh Ideas™ Sandwich Dressings, consumers can bring the gourmet sandwich experience to homemade meals everyday and even when on the go.

Sandwiches are America's favorite lunch entrée and according to NPD's Eating Pattern Report sandwiches are now the number-one food served at home at dinnertime. "When combined with other premium Sara Lee® products, including meats, cheeses and breads, the dressings offer a complete sandwich solution," says Jonathan Drake, vice president, *Sara Lee Deli*.

Now available in stores, *Sara Lee Fresh Ideas* Sandwich Dressings are available in six zesty, savory or smokey restaurant-style flavors – Sweet Honey Mustard, Creamy Ranch, Savory Horseradish with Garlic, Smokey Bacon, Zesty Pepper Trio Mustard and Sub Sandwich Oil. Specialty sauces have become a popular addition to sandwiches, especially in regards to restaurant sandwiches. A recent *Sara Lee Deli* sandwich study found that many consumers say they enjoy the taste and variety of restaurant sandwiches but are reluctant to use specialty sauces on the homemade sandwiches they eat on the go for fear that the sandwich will not "travel well" and result in soggy bread. But the portability of the new *Sara Lee Fresh Ideas* Sandwich Dressings means sandwich lovers can wait until mealtime to "dress the sandwich" with a variety of favorite sauces – no longer having to sacrifice taste for convenience.

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As consumers are increasingly on-the-go, portable products are growing across the board with everything from cereal bars to single-portion drink mixes. But why not just buy a sandwich or a drink at a restaurant instead of making it yourself? According to Sara Lee and NPD Group data, restaurant sandwich consumption is on the rise; however, 62 percent of those sandwiches are not eaten in the restaurant. “Coupled with the popularity of travel-size products consumers are showing their interest for convenience and quality but not necessarily the restaurant experience,” said Drake.

“*Sara Lee* Deli is continuously providing consumers with innovative products and meal solution ideas showing how easy it is to bring meal preparation back home,” said Drake. “The dressings offer the restaurant-style taste people prefer without the added expense of buying and eating out. If someone is on the run, the small packaging makes it easy to transport and can be spread on a homemade sandwich right before eating to preserve freshness and prevent a soggy sandwich.”

The new dressings replace the standard condiment bottles crowding refrigerator doors. Since they require no refrigeration they can be left-behind in a desk or purse. The dressings feature:

- Portion packets to keep the product sealed and fresh
- Easy-to-dispense custom spouts and easy-to-open perforation
- 0 grams trans fat
- Eight single flavor ½ oz portion packs per carton (4oz carton)
- Suggested retail price of \$1.99

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 \$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.