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The makers of *Red Baron*[®] Products Deliver Pizzeria-Style Taste at Home with Convenient New Pizza and Pasta Products

BLOOMINGTON, Minn. (May 17, 2010) – As Italian frozen entrées continue to grow in popularity and category sales¹, the makers of *Red Baron*[®] products are leading the trend by introducing three first-of-its-kind products designed specifically for pizzeria lovers. The innovative *Red Baron*[®] Pizza By The Slice, Pan Pizza and Pan Pasta products deliver the pizzeria experience in the comfort of one's home.

Red Baron[®] Pizza By The Slice, Pan Pizza and Pan Pasta contain the quality ingredients you expect from *Red Baron*[®] products, including 100 percent real cheese, quality meats and flavorful sauces. *Red Baron*[®] Pizza By The Slice is the first single-serve slice of pizza that delivers unbelievable taste from the microwave, and *Red Baron*[®] Pan Pizza and Pan Pasta are delicious pizzeria favorites packaged in oven-ready pans to feed the whole family on those busy nights.

“We understand that consumers continue to seek great-tasting snacks and meals that will keep up with their busy schedules,” said Tom Aslin, *Red Baron*[®] brand senior director of marketing. “With Pan Pizza and Pan Pasta we have solved the dinnertime dilemma by delivering family-pleasing pizzeria favorites to the table quickly. And with *Red Baron*[®] Pizza By The Slice, we have made it easy to enjoy a favorite slice of pizza anytime, anywhere.”

Mom Delivers Dinnertime Best

When faced with the nightly dinnertime dilemma of delivering a family-pleasing meal to the dinner table before chaos ensues, moms often find they may not have time to cook from scratch. Because of her family's busy schedules, moms are relying on delivery and take-out foods, but these can take a toll on her patience and wallet.

According to a recent survey commissioned by the makers of *Red Baron*[®] products, the majority of moms said they order delivery or take-out as a quick fix at least once a month. Nearly half (49%) said they rely on delivery or take-out dinners four or more times a month³. However, moms often find that the cost of ordering-in can add up and many (72%) say they don't want to spend extra for the food and tip³.

– more –

¹ *Progressive Grocer*, “Frozen/Refrigerated: Cold and Colder: Trends in Frozen and Dairy,” March 2010

² The *Red Baron*[®] Pizza Survey is a nationally representative online survey of 1,000 Nationally Representative Americans, ages 18 and over, conducted between April 22, 2010 and April 29, 2010. The margin of error for the overall study is +/- 3.1% at the 95% confidence level.

³ The *Red Baron*[®] Pizza Survey is a nationally representative online survey of 400 American mothers, ages 18 and over, conducted between April 22, 2010 and April 29, 2010. The margin of error for the overall study is +/- 4.9% at the 95% confidence level.

To help moms deliver dinnertime best for her family, while being mindful of her budget, the makers of *Red Baron*[®] products have introduced Pan Pizza and Pan Pasta, pizzeria-style meal solutions that feed the whole family in less time than delivery. Any busy night can become an inspired pizzeria experience prepared with ease in less than 30 minutes. Both *Red Baron*[®] Pan Pizza and Pan Pasta are packaged in a specially seasoned, oven-ready pan, which means less time preparing and cleaning and more time with the family.

Red Baron[®] Pan Pizza is the first frozen pan pizza of its kind with a pan-style, thick crust that is light and airy on the inside and golden crisp on the outside. Pan Pizza comes in everyone's favorite flavors including 4-Cheese, Pepperoni, Supreme and *Meat-Trio*[®] pizza.

The new *Red Baron*[®] Pan Pasta is ready to serve in less than thirty minutes unlike other frozen pastas that can take an hour to bake. Pan Pasta is a complete meal with hearty servings of pasta and meat, all covered in cheese. This new offering comes in three family-pleasing varieties including Chicken Alfredo, Rotini with Meat Sauce and Macaroni & Cheese with Bacon.

Crave A Slice, Anytime, Anywhere

The desire for pizza can strike anytime and anywhere. In fact, consumers revealed that their pizza cravings peak most often in the mid-afternoon (37%), followed by in the evening after dinner (13%) and first thing in the morning (4%)². Most report that their all-day cravings hit frequently, on average about three times a week. Nearly eight in ten (79%) said they crave the Italian food staple at least once a week².

But what's a pizza fan to do when they want a slice of pizza, but don't have time to bake a whole pie or aren't near an oven? They reach for new *Red Baron*[®] Pizza By The Slice – it is ready in less than three minutes straight from the microwave. This innovative pizzeria-style slice is individually wrapped (two slices per package) with a patent-pending crisping tray that delivers a fire-baked crust pizza covered with savory toppings from edge-to-edge. *Red Baron*[®] Pizza By The Slice is available in classic pizza flavors including 4-Cheese, Pepperoni, Supreme and *Meat-Trio*[®] pizza– all topped with 100 percent real cheese and flavorful toppings.

"It's no secret that pizza is loved by the whole family and we know Americans crave it anytime, anywhere," said Matt Horn, corporate executive chef of Schwan's Research and Development, Inc. "With the cooking innovations in the special crisping tray, *Red Baron*[®] Pizza By The Slice cuts down preparation and cook time while giving pizza lovers an unbelievable slice of pizza that can be enjoyed whenever a craving strikes."

Red Baron[®] Pizza By The Slice, Pan Pizza and Pan Pasta products can be found in the frozen pizza section of grocers nationwide. To learn more about *Red Baron*[®] Pizza By The Slice, Pan Pizza and Pan Pasta visit www.RedBaron.com.

About the *Red Baron*[®] Brand

Red Baron[®] products are sold by Schwan's Consumer Brands North America, Inc., a subsidiary of The Schwan Food Company (a privately held, multibillion-dollar business). Schwan's Consumer Brands North America, Inc., headquartered in Bloomington, MN, is the retail-grocery channel of the company. Its many popular brands include *Red Baron*[®], *Tony's*[®], and *Freschetta*[®] pizzas, *Asian Sensations*[®] snacks and appetizers, *Larry's*[®] potatoes, and *Mrs. Smith's*[®] and *Edwards*[®] dessert products. *Red Baron*[®] products range from family-sized and single-serve frozen pizzas, to snacks, hand-helds and meals and are represented in more than 50,000 retail outlets across the United States. Established in 1976, the *Red Baron*[®] brand offers a wide range of products and varieties designed with the entire family in mind.

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