

Contact:

Kim Ewanika, Sr. Director of Sales & Marketing Operations
952.469.2000

For Immediate Release

Bellisio Foods Foodservice Announces New Name: Arden Culinary

MINNEAPOLIS – July 21, 2010 – In order to blend its rich heritage and chef-inspired approach, Bellisio Foods Foodservice is changing its name to Arden Culinary effective August 2, 2010. As a quality provider of custom and branded frozen prepared foods for the foodservice industry, Arden Culinary will continue to offer menu solutions that offer both back-of-house ease and front-of-house satisfaction.

The company started as Arden Foods in 1969, manufacturing high quality prepared frozen foods. Over the past 40 years the company has evolved and established itself as an industry leader, with branded foodservice product lines such as Arden Kitchens[®], Charrito's[®], Fusion Culinary[™], Michelina's Signature[®] and Howlin' Coyote[™]. In 2007, the company created the state-of-the-art R&D facility, Fusion Culinary Center, to support the development of branded and custom products. The company is owned and operated by Bellisio Foods, Inc., manufacturer of Michelina's[®], Lean Gourmet[®] and Budget Gourmet[®] branded frozen foods.

The company's tried and true methods of developing and delivering quality frozen products, combined with the innovation behind their customized concepts, was the inspiration behind the new name, Arden Culinary.

"Strategically, we believe Arden Culinary captures the essence of our company heritage and conveys our culinary expertise," said Kim Ewanika, Sr. Director of Sales and Marketing Operations.

About Arden Culinary

Arden Culinary offers custom culinary solutions for chain accounts including entrees, sauces, gravies, toppings, side dishes, fillings and appetizers.

Additionally, Arden Culinary currently offers branded product lines under Michelina's Signature[®] - featuring entrees, sauces, fillings, side dishes and appetizers, and Howlin' Coyote[™] – a fresh Mexican line featuring fillings, entrees, side dishes, and sauces. Arden Culinary is located at 21150 Hamburg Avenue, Lakeville, Minnesota, 55044. Call (952) 469-2000, (800) 368-7337 or visit www.ardenculinary.com.

###