

**For More Information:**



Barbara Gannon  
Sargento Foods Inc.  
920-892-3530

[barbara.gannon@sargento.com](mailto:barbara.gannon@sargento.com)

Meaghan Daly  
Golin  
312-729-4371

[mdaly@golin.com](mailto:mdaly@golin.com)

**Sargento Foods Welcomes Gerald Cox to Consumer Products Division**

**PLYMOUTH, Wis. – Aug. 24, 2015** – [Sargento Foods Inc.](#) announces Gerald Cox has joined the Consumer Products Division as Consumer Insights Manager.

In this role, Gerald will support new platform development. He will be responsible for conducting consumer research on new product initiatives, which will contribute to the continued growth of Sargento Foods. Gerald will report to Consumer Insights Director Michelle Monkoski.

“Gerald joins us with experience working with recognizable and respected brands,” said Louie Gentine, CEO at Sargento Foods. “I look forward to welcoming him to the Sargento family.”

Before joining the Sargento Foods family, Gerald worked at Procter & Gamble on several iconic brands. While there, Gerald gained experience in identifying consumer and shopper insights and designing innovation learning programs. He earned his bachelor’s degree in economics from the University of Wisconsin-Madison.

**About Sargento Foods Inc.**

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based meal solutions for more than 60 years. Founded in 1953 in Plymouth, Sargento is a leading manufacturer, packager and marketer of natural shredded, sliced and snack cheeses, cheese appetizers, ingredients, sauces and other culinary solutions. Sargento is owned and operated by the Gentine family, has net sales exceeding \$1 billion and more than 1,700 employees. For more information, please visit [www.sargento.com](http://www.sargento.com).

###