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# News

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## **THE ULTIMATE GROCERY SHOPPING PLAYBOOK; HILLSHIRE FARM SUPERMARKET MANI-FEAST-O HITS THE WEB!**

*Hillshire Farm offers FREE guide that cuts through the clutter and provides must-have grocery shopping survival tips to save time and money*

DOWNERS GROVE, Ill. (Jan. 5, 2009) – In between running errands, going to work and family obligations, the average American household makes approximately two trips to the grocery store each week. Given the current economic climate, families are increasingly looking to cut back on spending and save during each visit to the supermarket. In an effort to help consumers maximize the shopping experience and spend their money wisely, Hillshire Farm® has introduced its first-ever eBook, Supermarket Mani-Feast-O, which provides a grocery game plan that places flavor, quality and productivity at the top of the list. The must-have tips and recipes catering to every budget and family size, is available to download for free at [GOMEAT.com](http://GOMEAT.com).

“Moms and dads strive to provide their family with the highest quality food and best meals, but it is becoming more difficult for them with less time and money to spend shopping” said Tim Roush, vice president, *Hillshire Farm*. “At *Hillshire Farm*, we understand the challenges facing American consumers, and we are offering this free eBook to help them minimize the time and money spent shopping for food. With insider tips, tools, recipes and coupons, the Supermarket Mani-Feast-O truly is the ultimate time and money-saving guide for families.”

The Supermarket Mani-Feast-O is designed to serve as a playbook to tackle the week ahead; appealing to all families, the book provides helpful hints and tips to maximize the shopping experience. It's easy to get distracted in the grocery store and these distractions can lead to unnecessary purchases which result in increased grocery bills and unwanted items. The Supermarket Mani-Feast-O helps keep moms and dads focused on what they need with the help of an interactive shopping checklist. Consumers can easily fill out the shopping list before the grocery trip, print it, and use it along with fun tips found in the Hillshire Farm Supermarket Mani-Feast-O to keep kids entertained while traveling through the supermarket.

To further the convenience factor, the eBook provides delicious and hearty *Hillshire Farm* recipes allowing parents to print out their checklists, including the recipe ingredients, and go shopping. From seasonal recipes, including soul-warming Jambalaya, to holiday lifesavers such as Fancy Pigs in a Blanket, the Supermarket Mani-Feast-O gives premium shopping advice in and out of the kitchen.

### **About Hillshire Farm**

*Hillshire Farm* has been providing quality meat products since 1934. Our products are versatile and easy to use. The *Hillshire Farm* portfolio of quality meats includes: smoked sausage, Lit'l Smokies® cocktail links, lunchmeat, summer sausage and hams. Visit [www.gomeat.com](http://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*, and *Senseo*. Collectively, these brands generate more than \$13 billion in annual net sales covering approximately 200 countries. The Sara Lee community consists of 44,000 employees worldwide. Please visit [www.saralee.com](http://www.saralee.com) for the latest news and in-depth information about Sara Lee and its brands.