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# News

Release **FOR IMMEDIATE RELEASE**  
Date



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## **"D-LIGHTFUL" AND LESS THAN 300 CALORIES - JIMMY DEAN® KICKS OFF NATIONAL SAUSAGE MONTH WITH EXPANSION OF POPULAR BETTER-FOR-YOU BREAKFAST LINE**

*Further commitment to offering better-for-you options with new protein-packed breakfast items - Jimmy Dean D-lights™ Turkey Sausage Whole Grain Bagel Sandwich and D-lights™ Turkey Bacon Breakfast Bowl*

DOWNERS GROVE, Ill. (Oct. 8, 2009) – As October ushers in National Sausage Month, Jimmy Dean® ([www.jimmydean.com](http://www.jimmydean.com)), is introducing two new breakfast items to its popular better-for-you line of D-lights™ products, giving on-the-go families even more reasons to enjoy a warm, satisfying breakfast. Made with whole grains, egg whites, turkey sausage and turkey bacon, the new *Jimmy Dean D-lights* Turkey Sausage Whole Grain Bagel Sandwich and *Jimmy Dean D-lights* Turkey Bacon Breakfast Bowl have less than 300 calories and contain half the fat of the leading breakfast products. Packed with more than 18 grams of protein and full of flavor, the new *D-lights* products are long-lasting breakfast options that will have consumers going all morning.

“As part of our on-going commitment to provide better-for-you options to our consumers, we're celebrating National Sausage Month with two great new breakfast options that will give people everywhere a chance to start their day with the 'power of protein' while taking in less than 300 calories,” said Andy Callahan, vice president of breakfast and snacking for Sara Lee North American Retail. “With *D-lights*, we're proud to offer delicious, guilt-free breakfast foods to help energize America and start the day right.”

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According to the National Eating Trends data reported by the NPD Group, the average American seeks out at least two better-for-you products a day while looking to consume foods with reduced calories and more whole grains<sup>[1]</sup>. Catering to families' desire for sensible meal options, with less than 300 calories, the new *Jimmy Dean D-lights* products offer additional ways to enjoy a fulfilling breakfast with less fat and fewer calories than the leading breakfast choices. The *D-lights* breakfast bowls and sandwiches are conveniently microwaveable, making it easy to enjoy a warm, satisfying, better-for-you breakfast in minutes.

Each package of *Jimmy Dean D-lights* contains the highest quality ingredients:

### *Jimmy Dean D-lights* Turkey Sausage Whole Grain Bagel Sandwich

- 260 calories
- 18g of protein
- 8g fat
- 34g whole grains
- Ingredients: turkey sausage, 100% whole grain bagel, egg whites and cheese
- Four sandwiches per package

### *Jimmy Dean D-lights* Turkey Bacon Breakfast Bowl

- 240 calories
- 19g of protein
- 9g fat
- Ingredients: turkey bacon, potatoes, scrambled egg whites, and reduced fat cheese
- One breakfast bowl per package

The launch of the new *D-lights* products coincides with the recently launched national commercial featuring the beloved *Jimmy Dean* Sun character and his friend and colleague, Rainbow. In celebration of National Sausage Month, the release of both the new commercial and *D-lights* breakfast products supports the brand's new multi-channel marketing campaign, Fight the Morning Fade™, aimed to help busy families get the best start to their day with a wholesome, protein-based breakfast. The new better-for-you options offer consumers a wider variety of sensible breakfast bowls and sandwiches that will keep them focused and alert, avoiding a mid-morning slump known as the "morning fade."

The *Jimmy Dean D-lights* product family features six varieties of better-for-you options, including the Turkey Sausage Muffin Sandwich, Canadian Bacon Honey Wheat Muffin Sandwich, Turkey Sausage

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Reduced Fat Croissant Sandwich, and Turkey Sausage Breakfast Bowl. Beginning this fall, *Jimmy Dean D-lights* Turkey Sausage Whole Grain Bagel Sandwich and Turkey Bacon Breakfast Bowl can be purchased in the frozen breakfast section at grocery stores across the country.

### **About Jimmy Dean**

*Jimmy Dean* is America's number one breakfast sausage. Since 1969, the brand has ensured quality in every plate of *Jimmy Dean* goodness that families can sit down to enjoy. The *Jimmy Dean* portfolio's full line of breakfast sausage, bacon and sandwiches gives families that delicious, home-cooked flavor. *Jimmy Dean* Fresh Roll Breakfast Sausage, Fresh Links & Patties, Fresh Bacon, Fully Cooked Sausage Links & Patties, Omelets, Skillets, Sandwiches, Breakfast Bowls, Heat 'N Serve Sausage Links & Patties and Pancakes & Sausage on a Stick boast full flavors and top quality ingredients guaranteed to make any meal the best.

### **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*, *Senseo* and *Bimbo*. Collectively, these brands generate approximately \$13 billion in annual net sales covering nearly 200 countries. The Sara Lee community consists of 41,000 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.

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<sup>[i]</sup> <http://www.reuters.com/article/pressRelease/idUS94508+16-Jun-2008+BW20080616>