

Brand Book

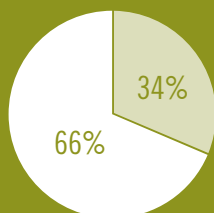
December 2011



ConAgra
Foods
Food you love

One company. One goal. Making the food you love.

ConAgra Foods, Inc., (NYSE: CAG) is one of North America's leading food companies, with brands in 97 percent of America's households. Consumers find Banquet®, Chef Boyardee®, Egg Beaters®, Healthy Choice®, Hebrew National®, Hunt's®, Marie Callender's®, Orville Redenbacher's®, PAM®, Peter Pan®, Reddi-wip®, Slim Jim®, Snack Pack® and many other ConAgra Foods brands in grocery, convenience, mass merchandise and club stores. ConAgra Foods also has a strong business-to-business presence, supplying frozen potato and sweet potato products as well as other vegetable, spice and grain products to a variety of well-known restaurants, foodservice operators and commercial customers.



2010 Continuing
Operations Net Sales
66% Consumer Foods
34% Commercial Foods



What's Inside

3	Meet Our Leaders
4	Quick Facts
5-8	ConAgra Foods Through the Years
9	Feel Good About the Food You Love
10	Consumer Foods Annual Retail Sales* of More Than \$100 Million
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	

26 Commercial Foods



29 More of the Food You Love

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.

Meet Our Leaders



Gary Rodkin
Chief Executive Officer

Gary Rodkin, chief executive officer, joined ConAgra Foods in October 2005. Under his leadership, the company has transformed itself from a holding company for dozens of brands and businesses to a more unified operating company. In fact, Rodkin's vision statement for ConAgra Foods is "One company. One goal. Making the food you love."



Colleen Batcheler
Executive Vice President,
General Counsel and
Corporate Secretary

Colleen Batcheler was named executive vice president, general counsel and corporate secretary for ConAgra Foods in 2009. In this role, Colleen oversees all legal activity for the company. Colleen joined ConAgra Foods in June 2006 as vice president and chief securities counsel, and in September 2006, added corporate secretary responsibilities. She was then promoted to senior vice president, general counsel and corporate secretary in 2008.



Al Bolles, Ph.D.
Executive Vice President,
Research, Quality and Innovation

Al Bolles joined ConAgra Foods in 2006 as executive vice president, Research, Quality & Innovation. In this role, he leads the company's research, quality, and innovation functions and guides the development of new products based on consumer insights and technological best practices.



Joan Chow
Executive Vice President and
Chief Marketing Officer

Joan Chow joined ConAgra Foods as executive vice president and chief marketing officer in 2007. Joan was named a *Brandweek* Marketer of the Year for 2009. In this role, she is responsible for leading ConAgra Foods' global marketing team, including integrated marketing planning, advertising, social media, shopper/customer marketing, consumer insights and multicultural marketing.



John Gehring
Executive Vice President and
Chief Financial Officer

John Gehring was named executive vice president and chief financial officer of ConAgra Foods in 2009. As CFO, John oversees the company's finances in entirety. John was senior vice president and controller at ConAgra Foods from 2004 to 2009, with responsibility for accounting, reporting, planning and analysis, financial systems management and financial shared services operations. He also had financial oversight for the company's Commercial Foods business.



André Hawaux
President, Consumer Foods

André Hawaux was named president of ConAgra Foods' Consumer Foods business in 2009. An \$8 billion segment in annual sales, Consumer Foods manufactures and markets leading branded products to retail and foodservice customers with such major brands as Banquet®, Chef Boyardee®, Egg Beaters®, Healthy Choice®, Hebrew National®, Hunt's®, Marie Callender's®, Orville Redenbacher's®, PAM®, Peter Pan®, Reddi-wip® and many others.



Brian Keck
Executive Vice President
and Chief Administrative Officer

Brian Keck joined ConAgra Foods as executive vice president and chief administrative officer in 2010. In this role, he is responsible for Human Resources, Facilities & Real Estate, and Communication & External Relations. Brian focuses on improving the company's business operations and support functions.



Doug Knudsen
President, ConAgra Foods Sales

Doug Knudsen was named president of ConAgra Foods Sales in 2005, providing sales leadership to the entire company, after serving as president of Retail Sales since 2001. In his role, Doug oversees the sale of many consumer-favorite brands, including Healthy Choice, Orville Redenbacher's, Chef Boyardee and Hebrew National.



Paul Maass
President, Commercial Foods

Paul Maass was named president of the Commercial Foods business for ConAgra Foods in 2010. The Commercial Foods segment accounts for approximately 34 percent of ConAgra Foods' revenue and includes the Lamb Weston®, ConAgra Mills®, Spicetec Flavors & Seasonings™ and J.M. Swank businesses. Previously, Paul had served as president of ConAgra Mills since 2003.



Andrew Ross
Executive Vice President
and Chief Strategy Officer

Andrew Ross was named executive vice president and chief strategy officer for ConAgra Foods in 2011. In his role, Andrew leads the company's strategic planning process, with specific responsibility for developing strategies that align with the company's growth ambition.



Nicole Theophilus
Senior Vice President, Human Resources

Nicole Theophilus was named senior vice president, Human Resources for ConAgra Foods in 2009. In this role, Nicole oversees the entire Human Resources function for the company. Nicole joined ConAgra Foods in April 2006 as vice president and chief employment counsel, and in February 2007, added responsibilities as vice president of Human Resources for Commercial Foods.

To view complete biographies, visit
conagrafoods.com/leadership

Quick Facts

ConAgra Foods' brands are found in 97 percent of America's households, with 25 brands either No. 1 or 2 in their categories.

The world headquarters for ConAgra Foods is in Omaha, Neb.

ConAgra Foods is the first company in the world to use recycled PLA (plastic made from corn) for its shrink labels and packaging tamper bands.

ConAgra Foods' top 25 brands make up more than 77 percent of the Consumer Foods segment's \$7.5+ billion in annual sales.

ConAgra Foods offers 140 meals for \$3 or less.

Nineteen ConAgra Foods brands generate more than \$100 million in retail sales each year.

ConAgra Foods started in 1919 as Nebraska Consolidated Mills. In 1971 it was renamed ConAgra, Inc. and became ConAgra Foods in 2000.

In 2009, ConAgra Foods announced its ongoing commitment to reduce salt across its portfolio of food products by 20 percent by 2015. Ultimately, this will remove 10 million pounds of salt from American diets each year.

ConAgra Foods sells nearly 13 million packages of food products each day, including 3 million frozen food packages.

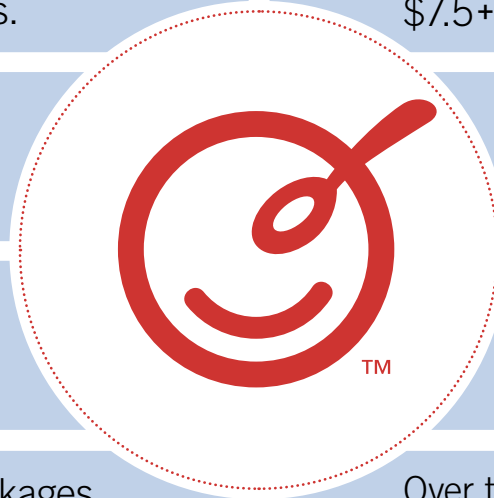
Over the past 15 years, ConAgra Foods has led the charge against child hunger in America with donations of more than \$48 million and 232 million pounds of food.

ConAgra Foods has a very significant presence in commercial food products and ingredients. In fact, its Lamb Weston® unit is North America's leading producer of quality frozen potato products, serving customers in 110 countries on all seven continents.

ConAgra Foods has been an industry leader in health and wellness for two decades, dating back to the launch of its internally created Healthy Choice® brand in 1988. Today, Healthy Choice is a leading brand, and its distinctive label is in food aisles across America and Canada.

ConAgra Foods is a Fortune 500 company with more than 24,000 employees.

The Lamb Weston frozen potato business produces 6 billion pounds of food each year.



ConAgra Foods Through the Years

The history of ConAgra Foods weaves together many stories, all with a common theme: we make the food you love. Each milestone reveals the passions of innovative people, the imagination behind groundbreaking products and the quality that has endeared our brands to consumers across America. Through the years, ConAgra Foods has grown from many brands with many stories into one company with one goal—making the food you love.

1861 **Van Camp's®**



Gilbert C. Van Camp, once a tinsmith, begins manufacturing canned pork and beans.

1862 **Gulden's®**



Charles Gulden establishes his mustard company near the South Street Seaport in New York City.

1867 **Nebraska becomes 37th state**

Nebraska becomes a state with flour milling as its leading industry. Henry Koenig and Frederick Wiebe build the first steam-powered grain mill in Grand Island and form State Central Flouring Mill. The business is later sold to Henry Glade and renamed Henry Glade Milling Company.

1890 **Hunt's®**



Joseph and William Hunt incorporate as Hunt Brothers Fruit Packaging Company in Santa Rosa, Calif.

1899 **Wesson®**

Chemist David Wesson introduces a new method for processing cottonseed oil. Wesson's vacuum and high-temperature process revolutionizes the cooking oil industry.

1905 **Hebrew National®**



The Hebrew National Kosher Sausage Factory begins processing kosher meats for New York's numerous delis on the Lower East Side of Manhattan.

1919 **Nebraska Consolidated Mills (NCM) is incorporated**

Four Nebraska flour mills (Henry Glade Milling Co. in Grand Island, Ravenna Mills in Ravenna, Hastings Mills in Hastings, and Blackburn-Furry Mill in St. Edward) consolidate and incorporate as Nebraska Consolidated Mills (NCM), headquartered in Grand Island, Neb.

1920 **La Choy®**

Ilhan New and Wally Smith start selling canned bean sprouts at a grocery store in Detroit under the La Choy brand.

Peter Pan®



Peter Pan peanut butter begins production.

1926 **DAVID® Seeds**

David Der Herbedian begins roasting sunflower seeds in his grocery store in Fresno, Calif., and sells them in individual serving packages for a nickel apiece.

1929 **Chef Boyardee®**



Customers ask Hector Boiardi, an Italian immigrant and Cleveland restaurant chef, for his pasta sauce so they can eat it at home. The Chef Boyardee brand is born.

1937 **Parkay® margarine is introduced**



1941 **NCM expands**

In the first NCM expansion outside Nebraska, a new flour mill is built at Decatur, Ala.

1948 **Reddi-wip®**

Aaron "Bunny" Lapin, a St. Louis inventor, develops a special aerosol valve and creates Reddi-wip real whipped cream. Originally distributed by St. Louis milkmen, it is an instant hit.

Marie Callender's®



Marie Callender and her family begin delivering homemade pies to local restaurants from a little shop in Long Beach, Calif.

1951 **Duncan Hines®**

NCM develops Duncan Hines cake mixes, named after a well-known restaurant critic.

ConAgra Foods Through the Years

1953 Banquet® introduces pot pies



1956 NCM sells Duncan Hines®
NCM sells the Duncan Hines cake mix business to Procter & Gamble, netting nearly \$1 million.

1957 NCM expands outside the U.S.
The first expansion of NCM outside the continental U.S. begins with the construction of the Molinos de Puerto Rico feed, flour and corn-milling complex.

1961 NCM enters the chicken business
NCM purchases a broiler operation in Tunnel Hill, Ga., and enters the chicken business.

1965 NCM enters Europe
NCM begins a joint venture feed mill in La Coruna, Spain, to mark its first entry into Europe.

1966 Crunch 'n Munch® is introduced



1968 Snack Pack® pudding is introduced

1969 NCM acquires Montana Flour Mills
The Montana Flour Mills Company is purchased, and NCM's flour milling operations span the U.S.

NCM turns 50

1970 Orville Redenbacher's®
Orville Redenbacher launches his company based on a special lighter and fluffier popcorn kernel he developed in 1965.



NCM enters the seafood business
NCM purchases Stral Catfish in Alabama and enters the seafood business.

1971 NCM becomes ConAgra, Inc.
Nebraska Consolidated Mills changes its name to ConAgra, Inc. The company has 4,105 employees in 13 states, Puerto Rico and Spain.



1972 Egg Beaters® is introduced

1973 ConAgra lists on NYSE
ConAgra common stock is listed on the New York Stock Exchange on January 9.

1974 Mike Harper becomes first ConAgra CEO

1976 ConAgra enters grain merchandising
ConAgra enters grain merchandising with the purchase of the McMillan Company's grain merchandising operations.

1978 ConAgra enters agricultural chemical distribution
ConAgra enters the agricultural chemical distribution business by acquiring 49 percent of United AgriProducts (UAP).

1979 ConAgra acquires United AgriProducts
ConAgra acquires the remaining 51 percent of UAP.

1980 ConAgra acquires Banquet
ConAgra's entry into the frozen food business begins when it acquires Banquet Foods Company from RCA.



1981 ConAgra acquires Singleton Packing Corp.
ConAgra expands its seafood business, purchasing Singleton Packing Corp.

1982 ConAgra acquires Peavey Co.
ConAgra acquires Peavey Company and becomes the largest publicly held grain merchandiser.

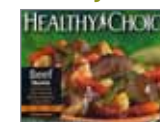
1983 ConAgra enters the meat business; acquires Armour Food
ConAgra acquires Armour Food, Co. from Greyhound, the company's first major entry into the meat business.

1986 ConAgra acquires Del Monte
ConAgra acquires the Del Monte frozen food business from RJR Nabisco, including the brands Morton, Patio and Chun King.

1987 ConAgra grows beef and pork processing business
ConAgra grows rapidly in beef and pork processing by acquiring the E.A. Miller and Monfort of Colorado businesses and a 50 percent interest in Swift Independent Packing Company.

1988 ConAgra announces new Omaha headquarters
ConAgra announces plans to build a state-of-the-art product development laboratory and a new headquarters campus in Omaha, Neb.

Healthy Choice®
The first Healthy Choice products, frozen dinners, are introduced.



ConAgra acquires Lamb Weston®
ConAgra and Golden Valley Microwave Foods each acquire 50 percent of the leading U.S. frozen potato processor, Lamb Weston.

1989 Omaha headquarters opens
The new ConAgra headquarters campus in Omaha opens with ConAgra Frozen Foods moving from St. Louis into the first completed building.

ConAgra acquires Swift Independent Packing Co.
ConAgra purchases the remaining 50 percent of Swift.

1990 ConAgra acquires Beatrice Foods
ConAgra purchases Beatrice Foods, ConAgra's largest acquisition, bringing to the company such brand favorites as Hunt's®, La Choy®, Orville Redenbacher's®, Snack Pack®, Wesson®, Swiss Miss® and Reddi-wip®.

Banquet launches line of kids' meals under Kid Cuisine® name

ConAgra Foods Through the Years

1991 ConAgra merges with Golden Valley Microwave Foods



Golden Valley Microwave Foods merges with ConAgra and brings with it ACT II®, America's best-selling microwave popcorn.

1992 ConAgra enters private label consumer products business

ConAgra acquires Arrow Industries.

1993 ConAgra acquires Hebrew National®

ConAgra acquires Hebrew National Foods marking its entry into kosher food products.

Phil Fletcher becomes ConAgra Chairman and CEO

1994 ConAgra goes environmental

ConAgra launches its Sustainable Development platform for environmental initiatives.

ConAgra turns 75

ConAgra acquires Marie Callender's®



ConAgra acquires the Marie Callender's brand of frozen meals and pot pies.

1995 ConAgra acquires Van Camp's®

ConAgra acquires Van Camp's canned beans and Wolf Brand Chili.

1997 Bruce Rohde is named vice chairman of the board, CEO and president of ConAgra.

ConAgra acquires Hester Industries, Inc.

ConAgra acquires Hester Industries, Inc., also known as Pierce Foods, a privately owned manufacturer of a wide variety of value-added poultry products marketed primarily to food service outlets.

1998 ConAgra acquires Fernando's Food Corporation, Nabisco's margarine brands and more

ConAgra acquires Fernando's Foods Corporation—a Mexican foodservice brand. Nabisco's margarine brands Fleischmann's®, Parkay® and Blue Bonnet® are acquired, as are Egg Beaters® and GoodMark Foods, which includes Slim Jim® and Pemmican®.

1999 ConAgra acquires Capitol Milling, Holly Ridge Foods and Purity Farms' Precooked Bacon Business

2000 ConAgra acquires International Home Foods

ConAgra acquires International Home Foods, which adds Chef Boyardee®, PAM® cooking spray, Guldén's® mustard and other brands to the company's portfolio.

ConAgra acquires Lightlife®

ConAgra acquires Lightlife, which makes soy-based food products.

ConAgra launches Feeding Children Better

ConAgra launches its Feeding Children Better effort and partners with America's Second Harvest in the largest corporate initiative dedicated solely to attacking childhood hunger in the U.S.

ConAgra, Inc. becomes ConAgra Foods, Inc.



2001 ConAgra Foods establishes a new Product Quality and Development organization

Lamb Weston® launches Sweet Things®



Lamb Weston launches Sweet Things, its line of sweet potato products for restaurants and foodservice operators.

2002 New Customer Service Center

ConAgra Foods opens its new Customer Service Center in Omaha, Neb., realigning all company customer care assets and improving customer service.

ConAgra Foods divests beef and pork processing business

ConAgra Foods divests its fresh beef and pork processing business, one of the largest in the U.S.

2003 ConAgra Foods divests canned seafood business and blue cheese brands

ConAgra Foods divests its Bumble Bee canned seafood business and blue cheese brands, Treasure Cave and Nauvoo.

ConAgra Foods divests chicken business

2003 ConAgra Foods divests United AgriProducts

ConAgra Foods divests United AgriProducts, completing its transformation into a packaged foods company.

2004 Nucleus order-to-cash system

ConAgra Foods launches its Nucleus order-to-cash system late in the year, integrating the company's customer-facing business processes and systems managing customer transactions. All three business channels are now headquartered in Omaha.

Ultragrains® is introduced



Ultragrains, a whole grain flour with a taste and texture comparable to refined flour, is introduced by ConAgra Food Ingredients.

2005 R&D assets consolidated

ConAgra Foods' R&D assets are consolidated into a newly renovated work space in Omaha.

Ultragrains included in ConAgra Foods products

Ultragrains is included in ConAgra Foods products for school lunches, including The Max® pizzas and El Extremo® burritos. It's also added to some Kid Cuisine® and Chef Boyardee® products, and other companies purchase Ultragrains for inclusion in their products.

ConAgra Foods Foundation sponsors 200th Kids Café

ConAgra Foods Foundation sponsors its 200th Kids Café in collaboration with America's Second Harvest to help combat childhood hunger in America.

Gary Rodkin is named CEO of ConAgra Foods

ConAgra Foods Through the Years

2006 ConAgra Foods divests meat, seafood and cheese businesses

ConAgra Foods divests its meat, seafood and cheese businesses, including Butterball, Armour, Eckrich, Swissrose and Louis Kemp.

"Must-Do's" are introduced

The new company vision and "Must Do's" are introduced at ConAgra Foods' first all-employee vision and strategy meeting.

First enterprise-wide supply chain established

ConAgra Foods' first enterprise-wide supply chain is established. The new organization encompasses procurement, manufacturing, logistics, warehousing and customer service.

Gold Store initiative is launched

The Gold Store initiative is launched with key retail customers. The program focuses on driving growth by optimizing in-store conditions in three fundamental areas: distribution, shelving and placement next to companion products.

Lamb Weston® launches My Fries®



Lamb Weston launches My Fries—a premium golden french fry with impeccable flavor and a surprising twist—25 percent less fat than conventional fries and zero grams trans fat.

2007 Healthy Choice® introduces Café Steamers™



ConAgra Foods acquires Lincoln Snacks

ConAgra Foods acquires Lincoln Snacks, including the Poppycock® and Fiddle Faddle® brands.

Alexia Foods®



ConAgra Foods acquires natural food maker Alexia Foods.

2008 ConAgra Foods completes the sale of its Trading & Merchandising operations

ConAgra Foods incorporates post-consumer recycled plastic in frozen meal trays

ConAgra Foods becomes the first company in North America to incorporate post-consumer recycled plastic in its frozen meal trays, which will divert approximately 8 million pounds of plastic from landfills to the recycling stream annually.

2009 Healthy Choice introduces a line of All Natural Entrées

Best Company for Internships

ConAgra Foods named as a Best Company for Internships by *Bloomberg Businessweek*.

Marketer of the Year

ConAgra Foods CMO Joan Chow is honored by *Brandweek* magazine as a Marketer of the Year.

ConAgra Foods introduces new face behind the brands



ConAgra Foods unveils a new identity with logo and "Food you love" tagline.

Pledge to reduce sodium

ConAgra Foods announces pledge to reduce sodium across its portfolio of products by 20 percent by 2015.

New Lamb Weston plant

Lamb Weston begins building a new plant in Delhi, La., uniquely suited to process sweet potato products, in addition to other potato and vegetable products.

2010 ConAgra Foods announces five sustainability goals



ConAgra Foods acquires Elan Nutrition

ConAgra Foods acquires Elan Nutrition, a maker of private label and nutrition bars.

ConAgra Foods acquires assets of American Pie

ConAgra Foods acquires assets of American Pie, including Marie Callender's® frozen pies and Claim Jumper® frozen meals.

ConAgra Foods divests Gilroy Foods & Flavors dehydrated and vegetable product operations

This does not include seasoning blends and flavors, which remain with ConAgra Foods under the Spicetec Flavors & Seasonings™ brand name.

Hunt's® reaches \$500 million in net sales

Brands introduce new products



Hunt's ketchup removes high fructose corn syrup, Chef Boyardee® introduces three varieties of whole grain pasta, Healthy Choice launches new line of steaming entrées.

100 Best Corporate Citizens List

CRO Magazine named ConAgra Foods to its 11th annual 100 Best Corporate Citizens List.

Feel Good About the Food You Love

Giving you more reasons to feel good about the food you love requires unwavering dedication to do the right thing for our communities and the environment.

We want our products and behavior to make you feel good, on the inside and out. We want our brands to make you smile, because you know that they were made by people who love what they do, take pride in the company they work for and care about our communities and the planet.

Our employees show their pride in ConAgra Foods in many ways, not the least of which is their generosity toward the communities in which they live and work. We encourage volunteerism, and many employees take part in our main philanthropic focus—fighting child hunger. Our ConAgra Foods Foundation's partnership with Feeding America®, the nation's leading hunger relief organization, is the largest corporate initiative in the U.S. solely dedicated to fighting child hunger. For nearly 20 years, the Foundation has invested more than \$35 million to find solutions to end hunger and we're recognized as an industry leader for our investments in comprehensive programs that help children and families facing hunger.

Our recent "Child Hunger Ends Here" integrated cause marketing program rallied consumers to join seven of our largest brands in raising funds to provide food for children in need. Child hunger is an issue about which consumers care deeply, and our work in this area connects them to the cause and to our brands.



To learn more about the Foundation and how to join us in the fight to end child hunger, please visit conagrafoodsfoundation.org



Consumer Foods

Annual Retail Sales* of More Than \$100 Million

11



12



13



14



15



16



17



18



19



20



21



22



23



24



25



*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Single- and Family-serve Entrées,
Prepared Chicken (Boneless, Bone-in and
Wings), Pot Pies, Fruit Pies, Breakfast
Sausage and Homestyle Bakes

Story Behind the Brand

Labor saving and convenience became the rage during World War II, and stateside demand for frozen food increased. In 1953, F.M. Stamper began selling Banquet® frozen meat pies in newly developed and inexpensive aluminum pans. Banquet frozen dinners first hit store shelves in 1955. For more than 50 years, Banquet has been trusted to provide delicious food at a great value.

Where to Purchase

Grocery and mass merchandise. Limited distribution in club stores.

Annual Retail Sales*

\$694 million (entire portfolio), \$370 million (frozen single-serve)

Fun Facts

57 million households buy Banquet frozen foods.

Banquet is ConAgra Foods' largest consumer brand.

Banquet has more than 100 SKUs in its portfolio.

Banquet sells 114,000 items every hour,
1,900 every minute and 32 every second.

Top Varieties

Salisbury Steak Meal
Original Chicken Nugget Bag
Hot 'N Spicy Wings
Chicken Pot Pie
Apple Pie
Brown 'N Serve Original Links
Salisbury Steak Family Size Entree



Key Milestones



- 1947** F.M. Stamper got his start in the food business by providing k-rations for the troops in World War II. After the war, he found another use for his canning equipment and launched a line of canned chicken products under the Banquet brand name.
- 1953** F.M. Stamper introduces Banquet frozen meat pies with a cook time of 30 to 40 minutes in the oven. Today, pot pies cook in 4 to 6 minutes in the microwave.
- 1955** Banquet frozen dinners first hit store shelves.
- Late 1950s** Banquet expands its product line to include family size entrees and 'Cookin' Bags – boil-in bag pouches of single serving entrees for stovetop preparation.
- 1970** RCA purchases Banquet Foods to drive TV sales.
Banquet launches frozen fried chicken.
- 1980** ConAgra Foods acquires Banquet Foods from RCA and enters the frozen foods market.
- 1980s** Hot Bites chicken nuggets and Entrée Express chicken patties are introduced as Banquet sub-brands.
- 1985** With the microwave becoming more commonplace, Banquet dinners are converted from aluminum trays to microwaveable paperboard trays.
- 2001** Banquet introduces Homestyle Bakes line of family serve entrées.
- 2004** Banquet introduces Crock-Pot Classics line of frozen family-serve entrées.
- 2010** Banquet introduces fruit pies. Expanding the line into the dessert occasion is part of Banquet's strategy to offer a wider variety of foods.



More Facts

Banquet dinners are wholesome, balanced meals—with most meals being a good source of protein and/or calcium and many offering a full serving of vegetables.

Banquet has the highest household penetration and consumer loyalty in the single-serve frozen foods category.

To view a full list of products, visit
conagrafoods.com/brands

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Canned Pasta and Other
Shelf-stable Convenient Meals

chefboyardee.com

Story Behind the Brand

Born in Italy in 1898, Hector Boiardi took up cooking at a young age. In 1917, he immigrated to New York and began working in the kitchens of world-famous hotels. He later moved to Cleveland, where he opened his own restaurant, Il Giardino d'Italia. Per customer demand, he packaged uncooked pasta, cheese and his popular sauce, poured into milk bottles. Demand grew, and he eventually built a small processing plant in 1928, marketing his pasta as Chef Boyardee®. Ten years later, his pasta was enjoyed nationwide.

Where to Purchase

Grocery, mass merchandise, club stores and convenience stores

Annual Retail Sales*

\$321 million

Fun Facts

Hector Boiardi catered Woodrow Wilson's wedding.

Many varieties of Chef Boyardee pastas contain a full serving of vegetables.

Top Varieties

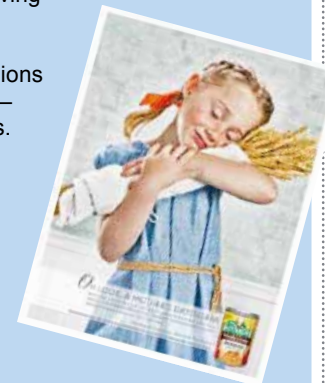
Beef Ravioli
Beefaroni
Spaghetti & Meatballs
Mini Ravioli

To view a full list of products, visit
chefboyardee.com/products



Key Milestones

- 1898** Hector Boiardi is born in Northern Italy.
- 1915** Boiardi immigrates to New York and works in world-class hotel kitchens.
- 1924** Boiardi opens his restaurant, Il Giardino d'Italia, in Cleveland, Ohio.
- 1926** Boiardi starts Chef Boiardi Food Products Company.
- 1928** Boiardi builds his first factory and changes the name of his company to Chef Boyardee, so people will pronounce his name correctly.
- 1938** Chef Boyardee relocates to a factory in Milton, Penn.
- 1946** Chef Boyardee merges with American Home Products.
- 1985** Hector Boiardi dies.
- 2000** ConAgra Foods acquires Chef Boyardee.
- 2005** Chef Boyardee introduces microwaveable cups and bowls.
- 2008** Chef Boyardee introduces Forkables hearty fork-sized pastas.
- 2009** Chef Boyardee begins promoting "a full serving of vegetables" in its advertising campaign.
- 2010** Chef Boyardee introduces whole grain versions of three top-selling canned pasta varieties—Beefaroni, Lasagna and Mini ABC's & 123's. The new varieties feature ConAgra Foods' patented Ultragrain® flour.



*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



In-shell Sunflower Seeds, Sunflower Seed Kernels, Jumbo Seeds and Pumpkin Seeds

davidseeds.com

Story Behind the Brand

Founded in 1926 by David DerHairbedian, DAVID® Seeds were first roasted in his grocery store, then packaged in individual bags and sold for a nickel. The brand grew once David's sons joined him in the business and began marketing the seeds to other retailers.

Where to Purchase

Convenience, grocery, mass merchandise and club stores

Annual Retail Sales*

\$139 million

Fun Fact

DAVID only uses the highest quality seeds. Seeds undergo a stringent cleaning and packaging process to ensure consumers get more seeds and a high level of freshness.

Top Varieties

In-Shell Sunflower Seeds Original
In-Shell Sunflower Seeds Ranch
In-Shell Sunflower Seeds Bar-B-Q

To view a full list of products, visit
davidseeds.com/products



Key Milestones

- 1926** David DerHairbedian creates DAVID Seeds.
- 1966** DerHairbedian sells DAVID Seeds to Sunmark. DAVID Seeds go national.
- 1988** Rowntree/Nestle purchases DAVID Seeds.
- 2001** ConAgra Foods acquires DAVID Seeds.
- 2009** DAVID Seeds becomes the official seed of Little League® Baseball and Softball, the largest youth sports organization in the world.



More Facts

DAVID is America's No.1 seed brand.

DAVID features eight flavors of In-Shell Sunflower Seeds.

DAVID has the strongest loyalty and consumer preference in the category.

DAVID is a nutritious snack: high in protein (9g/serving) and whole grain; an excellent source of vitamin E, phosphorous and magnesium; natural source of fiber, zinc and folic acid; zero grams of trans fat in In-Shell and Pumpkin Seeds.

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Real Eggs with No Fat
or Cholesterol

eggbeaters.com

Story Behind the Brand

Egg Beaters® created a whole new category in better-for-you eating. When the brand was introduced in 1972, Egg Beaters was sold frozen. In 1994, a refrigerated version was developed, providing a more convenient way to enjoy Egg Beaters.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$107 million

Fun Fact

Egg Beaters is made from real eggs and doesn't contain egg yolk.

Key Milestones

- 1972** Egg Beaters launches first liquid eggs (frozen).
- 1994** Egg Beaters launches first refrigerated liquid egg.
- 1998** Nabisco sells Egg Beaters to ConAgra Foods.
- 2000** Egg Beaters introduces an easy-to-open pour spout.
- 2001** ConAgra Foods introduces Egg Beaters Whites.
- 2002** Egg Beaters introduces two new flavors: Garden Vegetable and Southwestern with real vegetables and seasonings.
- 2004** Egg Beaters adds another flavor: Cheese & Chive.
- 2006** Egg Beaters launches Ham & Cheese flavor.

Egg Beaters re-launches Egg Whites.

Top Varieties

Original
Garden Vegetable
Whites

To view a full list of products, visit
eggbeaters.com/products

More Facts

Egg Beaters are:

- Low fat
- No cholesterol
- Low in calories
- Good source of protein
- Made from real eggs
- Double pasteurized

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.





Frozen Meals and Entrées,
Shelf-stable Meals, Frozen
Novelties and Soup

healthychoice.com

Story Behind the Brand

While traveling through California on business, hot-fudge-sundae lover Charles “Mike” Harper—ConAgra Foods’ chief executive officer at this time—suffered a mild heart attack. Although he made a full recovery, he needed to evaluate his eating habits. So he began a search for foods that satisfied both his taste and health needs. When his search proved unsuccessful, he took it upon himself to bring to market products that taste good and are good for you. And that’s how Healthy Choice® was born.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$478 million (entire portfolio), \$373 million (frozen single-serve)

Fun Fact

Healthy Choice is the only brand in the frozen foods category that complies with the Food and Drug Administration’s “healthy” requirements for total fat, saturated fat, cholesterol and sodium.

Top Varieties

Café Steamers™ Chicken Margherita
Fresh Mixers™ Rotini & Zesty Marinara Sauce
All Natural Entrées Pumpkin Squash Ravioli
Chicken Noodle Soup



Key Milestones

- 1988** Healthy Choice, ConAgra Foods’ first internally created brand, debuts. Ten frozen meals are part of the initial launch.
- 2007** Healthy Choice launches Café Steamers, the first line of complete frozen meals incorporating microwave steaming technology designed to maximize the individual components of an entire meal, preserving the flavor, texture and color of each ingredient.
- 2008** Information Resources, Inc. (IRI) names Healthy Choice Café Steamers the “best selling new food or beverage product of 2008”.

Healthy Choice launches Fresh Mixers: complete, healthful lunch options that can be stored in a desk or pantry.

ConAgra Foods becomes the only company in North America to use post-consumer recycled plastic in frozen meal trays. The trays, which contain up to 40 percent post-consumer recycled plastic, divert approximately 8 million pounds of plastic from landfills to the recycling stream each year.

- 2009** Healthy Choice Café Steamers receives top honors from the World Packaging Organization and wins the President’s Award Gold of the WorldStar Awards for its tray-in-tray steaming technology.

Healthy Choice brand reinvents itself with new, contemporary varieties, updated packaging and all-new branding.

Healthy Choice launches All Natural Entrées with the help of Julia Louis-Dreyfus.

- 2010** Healthy Choice Café Steamers wins the Institute of Food Technologists Industrial Achievement Award. The judges describe Café Steamers as, “a significant improvement in frozen meal preparation and quality.”

Healthy Choice introduces a new line of entrees with an innovative steam-release vent in the film to ensure an ultra-convenient cook time of about four minutes, with no peeling, no poking and no stirring.

To view a full list of products, visit
healthychoice.com/products

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Kosher Beef Franks, Luncheon Meats
and Appetizers

hebrewnational.com

Story Behind the Brand

Hebrew National® began in 1905 when Isadore Pinckowitz, a Romanian butcher, began making kosher sausages and frankfurters in a sixth-floor walk-up on Manhattan's Lower East Side. The Hebrew National Kosher Sausage Factory, as the company was originally called, processed kosher meats for many New York delicatessens and grocery stores which quickly became a favorite among the Jewish immigrant community and beyond. Through the years, Hebrew National has stayed true to its roots while expanding beyond an ethnic brand to a provider of premium, kosher-quality, delicious products.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$145 million

Fun Fact

Did you know that kosher literally means “fit to eat”? In order to be deemed kosher, Hebrew National must follow strict biblical dietary laws, use only certain cuts of beef and meet the highest standards for quality, cleanliness, and safety.

Top Varieties

Hebrew National Beef Franks
Hebrew National Reduced Fat Beef Franks
Hebrew National 97% Fat Free
Hebrew National Jumbo Beef Franks

To view a full list of products, visit
hebrewnational.com/products



Key Milestones

- 1905** Hebrew National Kosher Sausage Factory, Inc. is founded, producing kosher meats for New York's numerous deli restaurants.
- 1940's** Hebrew National creates products for supermarkets becoming an industry leader.
- 1965** Hebrew National launches “We Answer to a Higher Authority” ad campaign.
- 1993** ConAgra Foods, Inc. acquires Hebrew National.
- 2007** And the Wiener is... *Consumer Reports* ranks Hebrew National top dog.

Shape magazine selects Hebrew National Reduced Fat Beef Franks as the all time best-tasting low-fat frank on the market.
- 2008** AOL Food names Hebrew National the best-tasting hot dog on the market.
- 2010** Hebrew National redesigns logo and packaging to generate broader consumer appeal.

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Canned Tomatoes, Pasta Sauce,
Ketchup and Barbecue Sauce

hunts.com

Story Behind the Brand

As boys growing up in California's farm-rich Santa Rosa Valley, Joseph and William Hunt learned firsthand how to preserve the quality and fresh taste of a variety of local fruits and vegetables by helping their mother can each season's crop. In 1888, Joe and Will opened a small canning business on their father's ranch. Soon the brothers found their ambitions had outgrown their facilities, and, after moving into a larger building in Santa Rosa, Calif., the Hunt Brothers Fruit Packing Company was born. Today, Hunt's® is the only national canned tomato brand to have products in all seven canned tomato segments—diced, whole, crushed, stewed, sauce, paste and puree.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$552 million (entire portfolio)

Fun Facts

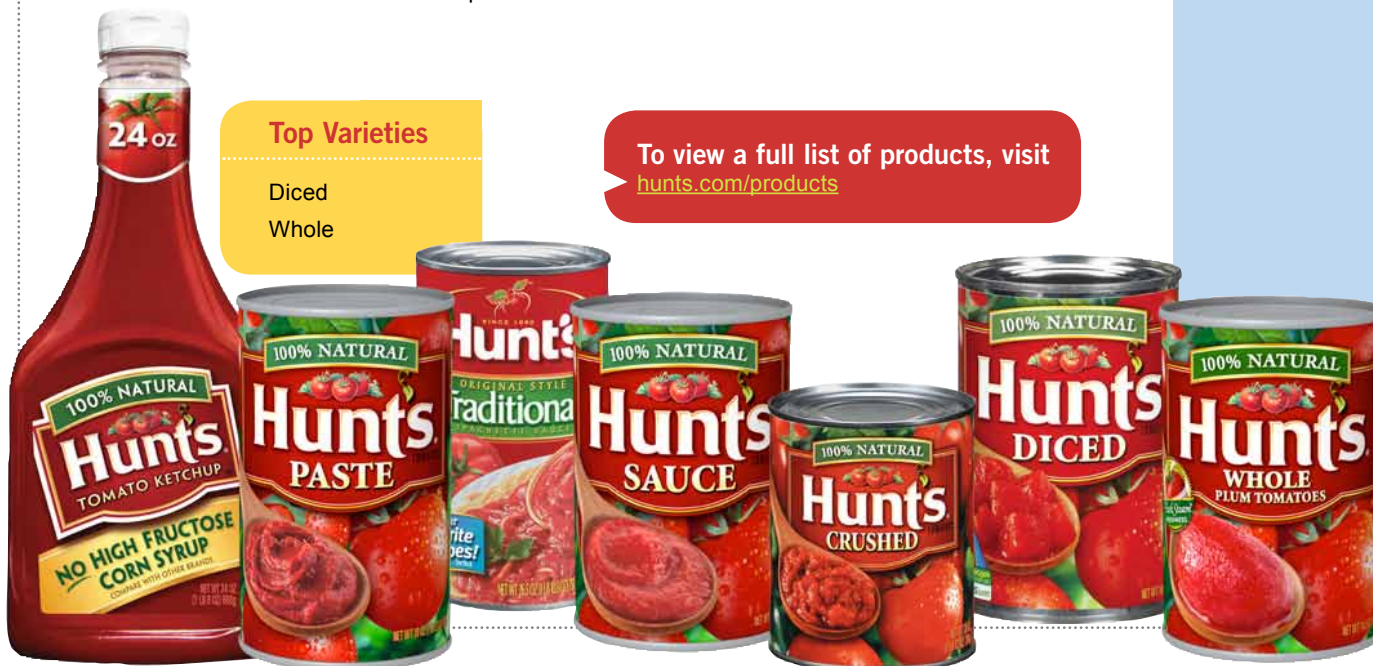
When the Hunt brothers started their canning operations in 1890, there were only 38 states in the U.S.

Hunt's tomatoes use a FlashSteam® process.

Top Varieties

Diced
Whole

To view a full list of products, visit
hunts.com/products



Key Milestones

- 1890** Joseph and William Hunt move their canning operation from Sebastapol, Calif., to Santa Rosa, Calif., incorporating as Hunt Brothers Fruit Packing Company.
 - 1895** The company constructs a new plant in Hayward, Calif.
 - 1943** Hunt Brothers Fruit Packing Company merges with Norton Simon's Val Vita Food Products, forming Hunt Foods, Inc.
 - 1946** Simon decides tomato sauce will become the flagship product for an innovative ad campaign, featuring recipes that provide numerous ways to use the sauce.
 - 1948** The company builds its first can—and glass—making plants.
 - 1990** Hunt's joins the ConAgra Foods family.
 - 2007** Hunt's introduces Fire Roasted tomatoes and begins airing their first television advertising campaign in more than five years.
 - 2009** Hunt's signs celebrity chef George Duran as a spokesperson in a new advertising campaign.
 - 2010** Hunt's introduces ketchup with no high fructose corn syrup.
- Hunt's reaches \$500 million in net sales.

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Fun Frozen Meals for Kids

kidcuisine.com

Story Behind the Brand

Kid Cuisine® is ConAgra Foods' second internally created brand—after Healthy Choice—and hit freezer shelves nationwide in 1990 as Kid Cuisine by Banquet. Kid Cuisine meals are a good source of vitamins and minerals, including protein and calcium that kids need to grow strong and healthy. Meals feature white-meat chicken, premium beef, turkey franks and whole fish fillets. All meals contain a vegetable, and many are made with the goodness of whole grains.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$103 million

Fun Fact

As Kid Cuisine meals evolved, so did the brand's cartoon mascot. BJ the Penguin became KC who then was renamed Kid Cuisine. The character has adopted different looks and attitudes over the years on the way to his current likeness.



BJ

KC

Kid Cuisine

Top Varieties

All-Star Chicken Breast Nuggets
Cheese Blaster Mac & Cheese

To view a full list of products, visit
kidcuisine.com/products

Key Milestones

1990 Kid Cuisine hits freezer shelves nationwide as a subset of Banquet.

Every Kid Cuisine meal features a prize.

1991 Kid Cuisine becomes a stand alone brand.

1993 BJ the Penguin character introduced along with his polar bear friend the Chef.

1994 KC replaces BJ the Penguin as the mascot.

2003 Kid Cuisine is relaunched with a focus on making the food fun with themed varieties, fun shaped and interactive elements like sprinkles.

KC becomes "Kid Cuisine" and the character is reanimated.

2004 "Kid Cuisine" becomes a tween and his body and voice are aged up.

2006 Kid Cuisine undergoes a total line renovation.

2009 Kid Cuisine focuses on improving consumer value and increasing the varieties offered.

2010 Kid Cuisine reduces sodium, total fat and saturated fat; removes artificial colors/flavors and trans fat across the product line. Many Kid Cuisine meals include whole grains.

Kid Cuisine's marketing strategy shifts, focusing on moms.

"Kid Cuisine" gets a modern new look.



*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Single-serve Frozen Meals, Dual-serve Frozen Meals, Frozen Pot Pies and Frozen Desserts

mariecallendersmeals.com

Story Behind the Brand

In the early 1940s, Marie Callender and her family began delivering homemade pies to local restaurants in Orange County, Calif. The more people experienced the love and care she put into her food, the more popular she became. She opened her own pie and coffee shop in 1964, which soon turned into a chain of restaurants across the country. Today, Marie's spirit of making people feel loved with freshly prepared foods is brought to you in every Marie Callender's® product.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$565 million (entire portfolio), \$437 million (frozen single-serve)

Fun Fact

The Marie Callender's brand was born when the Callender family sold their car to finance Marie's bakery business.

Top Varieties

Fettuccini with Chicken & Broccoli
Turkey Breast with Stuffing
Rigatoni Marinara Classico
Vermont White Cheddar Mac & Cheese
Chicken Pot Pie
Dutch Apple Pie

To view a full list of products, visit
mariecallendersmeals.com



Key Milestones

- Early 1940s** Marie Callender, an accomplished baker, launches her legendary pie business, delivering freshly baked pies to restaurants in Orange County, Calif.
- 1948** With the help of her husband Cal and son Don, they sell the family car to finance a new venture and turn their home-based bakery into a bona fide business complete with a wholesale bakery.
- 1950** In just two years, Marie goes from baking 10 pies a day to more than 200.
- 1963** Marie is making several thousand pies a day.
- 1964** Marie's son Don opens the family's first pie and coffee shop in Orange County, Calif. Other pie shops follow.
- 1969** The pie shops begin serving a full-service restaurant menu with many recipes created by Marie herself.
- 1987** Marie Callender's introduces a retail line of 12 frozen foods in grocery stores.
- 1994** ConAgra Foods acquires the Marie Callender's frozen foods business.
- 2009** Marie Callender's launches the Pasta al Dente (now called Fresh Flavor Steamer™) single-serve frozen food line, bringing ConAgra Foods' proprietary tray-in-tray technology and separation of food and sauce to the brand.
- 2010** ConAgra Foods acquires American Pie, LLC, bringing the Marie Callender's frozen desserts (Fruit Pies, Cream Pies, Cobblers and Pie Shells) under the Marie Callender's frozen food portfolio.



Marie Callender's launches a new line of multi-serve home-style baked meals. These are classic, comfort food recipes with delicious new twists utilizing a unique cooking tray technology to deliver home-made, oven-baked taste from the microwave.

The brand's successful line of Pasta Al Dente meals becomes Fresh Flavor Steamer entrées, new, modern recipes from around the globe with broader consumer appeal.

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Microwave Popcorn,
Kernel Popcorn & Oil
and Pre-Popped Popcorn

orville.com

Story Behind the Brand

Orville Redenbacher spent decades developing a corn hybrid unlike any other. Orville and his business partner, Charlie Bowman, created and tested more than 40,000 varieties, and after 40 years, they found the one that popped up light, fluffy and tasty enough to meet their standards.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$219 million

Fun Fact

The original name for the popcorn was RedBow, but Orville was persuaded to change the name by an advertising agency. The result, Orville Redenbacher's® Gourmet® Popping Corn, struck gold.

Top Varieties

Movie Theater Butter

94% Fat-Free SmartPop!® Butter

To view a full list of products, visit
orville.com/products



Key Milestones

- 1907** Orville is born on a farm in Brazil, Ind.
- 1965** Orville and his business partner Charlie Bowman perfect their popcorn hybrid that is light and fluffy with hardly any unpopped kernels.
- 1970** The new company is named Orville Redenbacher's Gourmet Popping Corn.
- 1976** Orville appears in the brand's first television ad demonstrating how his popcorn is lighter and fluffier. His grandson Gary joins him in commercials in the 1980s.
- 1981** ConAgra Foods' ACT II® brand is the first national brand to introduce microwave popcorn, with Orville Redenbacher's following close behind.
- 1990** ConAgra Foods acquires the Orville Redenbacher's brand from Beatrice Foods.
- 1992** Orville Redenbacher's introduces SmartPop! to appeal to health-conscious snackers.
- 1995** Orville passes away at age 88.
- 2005** Orville Redenbacher's introduces 100-calorie SmartPop! mini bags.
- 2006** ConAgra Foods reformulates its microwaveable popcorn brands to be free of trans fat.
- 2007** Orville Redenbacher's introduces its Natural popcorn.



ConAgra Foods brings back Orville Redenbacher through both vintage TV commercials of him and new computer-generated commercials set in the modern world. The brand also reintroduces Orville's likeness to its packaging for the first time since 1998.

ConAgra Foods develops a proprietary sodium technology that makes it possible to reduce sodium by 30 percent in Orville Redenbacher's SmartPop!, Butter and Movie Theater Butter varieties, while maintaining the delicious gourmet taste consumers love.

- 2009** ConAgra Foods reduces the carton size of all microwave popcorn products, a win for environmental sustainability and logistics efficiency.
- 2010** Orville Redenbacher's introduces two new flavors—Cheddar Cheese and Spicy Nacho.

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.

PAM

No-stick Cooking Spray

pam4you.com

Story Behind the Brand

The first patent for a no-stick cooking spray was issued in 1957 to Arthur Meyerhoff, Sr. and Leon Rubin, who started PAM Products, Inc. The men later founded Gibraltar Industries and developed a new product: PAM® No-Stick Cooking Spray. Over the years, PAM has added several new products to provide versatile no-stick solutions for cooking, baking and grilling needs. Today, PAM Original is made with 100 percent canola oil and remains the undisputed leader in no-stick cooking sprays.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$114 million

Fun Fact

PAM stands for "Product of Arthur Meyerhoff," one of the creators of PAM No-Stick Cooking Spray.

Top Varieties

Original

Butter

Olive Oil

To view a full list of products, visit

pam4you.com/products



Key Milestones

- 1957** The first patent for a no-stick cooking spray is issued to Arthur Meyerhoff, Sr. and Leon Rubin, creators of PAM Products, Inc.
- 1959** Meyerhoff, Sr. and Rubin found Gibraltar Industries and market the no-stick spray as PAM Dry Fry®.
- 1960*** The introduction of PAM on local Chicago TV cooking shows establishes a local consumer base. Carmelita Pope, a well-known Chicago personality, endorses PAM and demonstrates its many uses. PAM quickly becomes a household word.
- 1971** Gibraltar Industries merges with American Home Products, Inc., and the brand's national expansion accelerates.
- 1985** PAM introduces PAM Butter.
- 1986** PAM introduces PAM Olive Oil.
- 1990** American Home Foods (AHF) assumes responsibility for the brand.
- 1990*** PAM Original switches to Canola Oil, the lowest in saturated fats of all popular vegetable oils.
- 1996** Hicks, Muse, Tate and Furst Inc., and C. Dean Metropoulos and Company acquire AHF. This becomes International Home Foods, Inc.
- 2000** ConAgra Foods acquires PAM.
- 2003** PAM introduces PAM Baking, which combines the unbeatable no-stick power of PAM with real flour.
- 2004** PAM introduces PAM Grilling, which is specially formulated for no-stick at higher temperatures.
- 2006** PAM enters the Organic category with PAM Organic Canola Oil and PAM Organic Olive Oil.
- 2008** PAM introduces PAM Professional®, specially formulated for demanding, high-heat cooking techniques.

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Real Dairy Whipped Cream

reddiwip.com

Story Behind the Brand

Aaron “Bunny” Lapin was a St. Louis clothing salesman who ventured into the food business during World War II. He sold Sta-Whip, a wartime substitute for whipping cream. After Crown Cork and Seal Co. introduced the Spra-tainer, the first seamless lined aerosol canister, in 1946, Lapin became one of its first customers, creating Reddi-wip® in 1948. Originally delivered door-to-door by St. Louis milkmen, Reddi-wip was an instant hit with consumers because of its quality ingredients, convenience and fun. Reddi-wip has always been made with real dairy cream and contains only 15 calories per serving.

Where to Purchase

Grocery and mass merchandise stores

Annual Retail Sales*

\$139 million

Fun Fact

Reddi-wip has appeared on *The Sopranos*, *Saturday Night Live*, *That 70's Show*, *The Daily Show with Jon Stewart* and in the song *So What'cha Want* by the Beastie Boys.

Key Milestones

- 1948** Aaron “Bunny” Lapin creates Reddi-wip.
- 1954** Reddi-wip Original launches in its iconic red can.
- 1988** Reddi-wip Extra Creamy hits store shelves.
- 1990** ConAgra Foods acquires Reddi-wip from Beatrice Foods.
- 1996** All the great taste without the fat—Reddi-wip introduces Fat Free Reddi-wip.
- 1998** *TIME* magazine counts Reddi-wip among the “One Hundred Great Things”—a list of innovative consumer products.
- 2001** Chocolate lovers rejoice with the introduction of Reddi-wip Chocolate.



Top Varieties

- Reddi-wip Original
- Reddi-wip Extra Creamy
- Reddi-wip Chocolate

To view a full list of products, visit reddiwip.com/products

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Variety of Flavors of Meat Sticks,
Beef Jerky, Beef Steak and
Beef and Cheese

spicyside.com

Story Behind the Brand

Adolph Levis sold pickles, relish, sausages and other popular snacks and condiments from his basement in Philadelphia during the Great Depression. But these foods weren't the easy, spicy treat that bar patrons craved. Levis experimented with different ways to serve sausages, and in 1928, he developed a cured beef sausage that curbed consumers' cravings. Printed on the jars of his sausage was a picture of a tall, elegant man complete with top hat and cane. Levis named him "Slim Jim," and the now-famous spicy snack was born.

Where to Purchase

Convenience, grocery and mass merchandise stores

Annual Retail Sales*

\$252 million

Fun Fact

Slim Jim® meat sticks were named after a famous tall, elegant man in a top hat to convey an upscale image. The accompanying tag line was "Make your next drink taste better."

Top Varieties

Giant Original
Monster Original
Giant Mild
Giant Tabasco

To view a full list of products, visit
spicyside.com



Key Milestones

- 1928** Adolph Levis creates a cured beef sausage and names it Slim Jim.
- 1967** Levis retires and sells his company, Cherry-Levis Co., to General Mills.
- 1970** General Mills acquires Jesse Jones Sausage Co. which is combined with Slim Jim, Inc. to form GoodMark Foods.
- 1982** Independent owners purchase GoodMark Foods from General Mills.
- 1986** Advertising campaign touts "Less than a Meal and More than a Snack".
- 1992** National \$10 million advertising campaign features the "Macho Man" Randy Savage.
- 1998** ConAgra Foods acquires GoodMark Foods.
- 2005** Slim Jim introduces the rebirth of extreme advertising.
- 2009** Slim Jim establishes exclusive "mega-manly" partnership with WWE & Superstar Edge.
- 2010** Slim Jim re-introduces its jerky line, which includes three of the brand's most popular flavors: Original, Teriyaki and Tabasco.



Slim Jim Advertising Over the Years

- 1992—1997** "Snap into a Slim Jim"
- 1998—2002** "Slim Jim Guy"
- 2005—2006** "Fairy Snapmother"
- 2006—2007** "The Snapalope"
- 2008** "Your Spicy Side"
- 2009—2010** "WWE-Edge"

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Pudding and Gel Snacks

snackpack.com

Story Behind the Brand

Snack Pack® debuted in 1968 as a shelf-stable pudding in single-serve aluminum cans. The pudding was sold in plastic cups in 1984—the first brand in the category to do so—and clear plastic cups beginning in 1990. All single-serve cups contain real non-fat milk, zero grams of trans fats per serving, no preservatives and no high fructose corn syrup.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$177 million

Fun Fact

Did you know Snack Pack made a cameo in the 1995 movie *Billy Madison*? Adam Sandler's character tries his best to snag a Snack Pack!

Top Varieties

Chocolate
Vanilla
Tapioca
Butterscotch

To view a full list of products, visit
snackpack.com/products



Key Milestones

- 1968** Hunt-Wesson invents the “Single Cup” category when they introduce shelf-stable Hunt’s Snack Pack puddings and fruits in single-serve aluminum cans.
- 1984** Snack Pack introduces plastic cups to the category.
- 1990** ConAgra Foods acquires the Snack Pack brand from Beatrice Foods.
Snack Pack introduces clear plastic cups to the category.
- 1993** Snack Pack introduces the first Shelf-Stable Swirls.
Snack Pack introduces the first Shelf-Stable Fat Free.
- 1994** Snack Pack introduces the first Shelf-Stable Gels with real fruit juice.
- 1997** Snack Pack introduces the first Shelf-Stable 12 cup Family Pack into the grocery channel.
- 2003** Snack Pack introduces the first nationally branded ready-to-eat sugar-free gel.
- 2004** Snack Pack introduces single-serve, ready-to-eat, no sugar added pudding.
- 2005** Snack Pack introduces Triples.
- 2010** Snack Pack introduces three new varieties: Blueberry Muffin, Cinnamon Roll and Sugar Free Caramel.

More Facts

21 pudding flavors
4 flavors of gel snacks

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.



Pure Cooking and Frying Oils
for Home and Foodservice
Establishments

wessonoil.com

Story Behind the Brand

In 1899, food chemist David Wesson developed a new process for deodorizing cottonseed oil through a high-temperature vacuum process. Southern Cotton Oil Co. originally marketed this new product as Snowdrift, but it was later renamed for its developer. All Wesson® oils are highly purified, contain zero grams of trans fatty acids per serving and are naturally cholesterol-free.

Where to Purchase

Grocery, mass merchandise and club stores

Annual Retail Sales*

\$186 million

Fun Fact

Wesson advertising has featured Florence Henderson of the *Brady Bunch*.



Top Varieties

Vegetable Oil
Canola Oil
Corn Oil

To view a full list of products, visit
wessonoil.com/products

Key Milestones

- 1899** Dr. David Wesson, a renowned American chemist and engineer, joins the Southern Cotton Oil Company and creates Wesson Oil, the first edible vegetable oil introduced to the cooking and salad oil category.
- 1960** Hunt Foods acquires Southern Cotton Oil and renames the company Hunt-Wesson Foods.
- 1981** Wesson converts to 100 percent soybean oil.
- 1982** Wesson introduces the BO Process, still used today to eliminate impurities like bad taste and odor, which creates an oil that has a delicate, natural flavor—perfect for cooking.
- 1990** ConAgra Foods acquires Wesson from Beatrice Foods.
- 1991** Wesson introduces Canola Oil.
- 2001** Great chefs agree and recognize Wesson with the American Tasting Institute's Gold Medal Taste Award.
- 2008** Wesson launches a new, more ergonomic bottle, which is easier to hold and uses less plastic.

Types of Oil

Canola Oil—an oil naturally low in saturated fat

Corn Oil—for those who like the great taste of corn

Vegetable Oil—a soy-based product

Best Blend—a great frying oil with the benefits of canola oil

Wesson features the natural benefits of cooking oils that consumers say they are looking for:

- 100% Natural
- Cholesterol Free
- Omega 3 Source
- 0g Trans Fat per Serving

*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.

Commercial Foods



27  ConAgra Mills

28 *Lamb Weston*



Premium Multi-use Flours
and Whole Grains

conagramills.com

Story Behind the Brand

In 1919, Nebraska Consolidated Mills (NCM) formed with a headquarters location in Grand Island, Neb. This marked the beginning of ConAgra Foods. This business is now branded ConAgra Mills® and offers the most comprehensive selection of premium, multi-use flours in the industry—from baking basics, such as pastry and hard spring wheat flour, to durum semolina for pasta, to multigrain blends. ConAgra Mills offers many varieties of whole grains as well, including its proprietary Ultragrain® whole wheat flour and Sustagrain®—the highest fiber whole grain.

Fun Fact

If ConAgra Mills packaged the flour it produces in one year into 50-pound bags and laid the bags end to end, it would circle the Earth at the equator three times.

Top Varieties

Ultragrain
Sustagrain
Ancient Grains
Bakery Flours

To view a full list of products, visit
conagramills.com/products



Key Milestones

- 1867** ConAgra's origins begin when its first bag of flour is sold in Nebraska.
- 1883** Henry Glade helps lay the company's foundation and buys a mill in Grand Island.
- 1919** Glade Roller Mills, along with mills in Hastings, Ravenna and St. Edward, join forces to become NCM with headquarters in Grand Island, Neb.
- 1922** NCM acquires the Updike Mill in Omaha, Neb., doubling its capacity.
- 1926** NCM sells flour from Wyoming to New York via railcar.
- 1941** NCM opens its first facility outside of Nebraska with the construction of a new mill in Decatur, Ala.
- 1947** NCM starts to shift the emphasis of the business away from flour for home baking to flour for commercial purposes.
- 1971** NCM changes its name to ConAgra.
- 2004** ConAgra Foods introduces Ultragrain, a 100 percent whole grain flour that delivers taste and texture comparable to that of refined white flour.
- 2006** Eagle Mills All-Purpose Flour, made with Ultragrain, receives the Golden Shopping Cart of the Year award honoring the best new product.
- 2010** *Food Processing* magazine names ConAgra Mills the No. 1 grain products supplier in its Reader's Choice Awards for the third year in a row.



Lamb Weston®

Frozen Potatoes, Sweet Potatoes, Appetizers and Other Vegetable Products

lambweston.com

Story Behind the Brand

Lamb Weston's founder, F. Gilbert Lamb, started a fresh fruit shipping and packing enterprise in 1932. He expanded to vegetable packing in 1950, when he bought a co-operative plant in Weston, Ore. By the late 1950s, the Weston plant was considered the most technologically advanced pea processing facility in the United States, and ranked as the largest single processor of peas in the country. In 1960, Lamb began exploring potato processing, given that potatoes are one of the chief agricultural crops in the Pacific Northwest. That year, he invented and patented a Lamb Water Gun Knife. It was the first device to slice french fries with a high-velocity water flow, and it advanced potato processing operations the world over.

Fun Fact

Gilbert Lamb changed potato processing forever when he learned what happened to potatoes when stuffed down a water hose and then blasted out at knives. This led to his invention of the Water Gun Knife, which is now the industry standard.



Top Varieties

Stealth Fries®
Sweet Things®
Alexia®

To view a full list of products, visit
lambweston.com/products

Key Milestones

- 1950** F. Gilbert "Gib" Lamb purchases a vegetable plant in Weston, Ore.
- 1960** Lamb invents the Lamb Water Gun Knife, the first device to slice french fries with a high-velocity water flow—an innovation that changed the potato-processing industry.
- 1961** Lamb Weston® enters the domestic potato processing market after building a new frozen potato processing plant in American Falls, Idaho.
- 1983** Lamb Weston designs the sophisticated Automatic Defect Removal System, which improves product quality and increases operator profits by eliminating blemishes from product on high-speed production lines.

Twister® Fries—a Lamb Weston invention—changes the shape of fries in a fun and menu-refreshing way.
- 1984** Lamb Weston develops another unique fry shape—Criss-Cut Fries®—to help customers keep their french fry consumers happy.
- 1988** ConAgra Foods acquires 50 percent of Lamb Weston.
- 1989** Lamb Weston elevates french fries to a higher level with LW Private Reserve®, an upscale line of premium potato products that are cut with the skin on for made-from-scratch taste and appeal.
- 1991** Lamb Weston becomes a wholly owned part of ConAgra Foods.
- 1992** Lamb Weston launches Stealth Fries, featuring an exclusive potato starch coating that is virtually transparent. Stealth Fries retain heat and flavor much longer than conventional fries, making them ideal for restaurant drive-through and takeout business.
- 1995** Lamb Weston launches Lamb's Supreme® Mashed Potatoes, made-from-scratch mashed potatoes frozen in portion controlled pouches.
- 1996** Lamb Weston introduces Stuffed Spudz®, a line of potato-based finger foods.
- 1997** Lamb Weston introduces Generation 7 Fries®, which feature up to 50 percent faster preparation times than conventional fries.
- 2001** Lamb Weston launches Sweet Things sweet potato product line.
- 2002** Lamb's Natural Chips—thinly sliced with the peel left on—hit the market.
- 2003** Lamb Weston is the first frozen potato producer to launch a product with zero grams trans fat with the new Starz® product line.
- 2004** Lamb Weston launches Lamb's Supreme Yukon Gold potato products.
- 2006** My Fries®—another breakthrough french fry innovation—delivers great golden french fry taste with 25 percent less fat than conventional fries.
- 2007** Lamb Weston completes an 85,000-square-foot expansion of its potato processing plant in Pasco, Wash., for making potato- and onion-based appetizers.
- 2008** Lamb Weston launches several innovative additions to its appetizer line-up, including ethnically flavored, panko-breaded World Rings.

Lamb Weston introduces ampliFRY—proprietary, fact-based information to help restaurants and foodservice operators maximize french fry reach and sales.
- 2010** Lamb Weston begins production in its new state-of-the-art processing plant in Delhi, La., uniquely suited to process sweet potato products, in addition to other potato and vegetable products.

More of the Food You Love



*Annual retail sales based on latest IRI data, 52 weeks ending June 27, 2010, for food, drug, mass (FDMx) and convenience for total U.S.

To view a full list of ConAgra Foods brands, visit: conagrafoods.com/brands



ConAgra Foods, Inc.
One ConAgra Drive
Omaha, NE 68102-5001

© ConAgra Foods, Inc. All rights reserved.