



www.delmontepickle.com

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***Chicago Area Supermarkets Get into a Real Pickle as Del Monte® Pickles
Blow in - Just in Time for International Pickle Week
Variety of Pickle Flavors Add Pizzazz to Delicious Summer Cooking Recipes***

Chaska, Minn. – May 16, 2007 – There’s a *dill*-licious scent in Chicagoland’s spring air and consumers are encouraged to get a whiff of the area’s newest pickle. This month, Del Monte moves onto the grocery shelves in Chicagoland with ten unique pickle varieties just in time for International Pickle Week (May 18-28 – *source* ilovepickles.org). Plus, summer picnic and barbecue season is getting underway, providing a perfect platform for introducing new flavor to summer cooking with extraordinary recipes using Del Monte Pickles.

Del Monte enters the market with unique varieties ranging from exceptional Kosher Babies (dill), zesty Zingers and even actual State Fair award-winning recipes. These popular pickles add flavor and fun to every summer cooking menu.

“Across the world and for thousands of years, pickles have been a delicious and nutritious part of celebration menus,” said Joe Pinto, VP Sales & Marketing of Del Monte Pickle license holder and producer, M.A. Gedney Company. “We’re particularly pleased to be here in Chicago this season. Any city so pickle-friendly that it puts an entire spear on their hot dogs is pickle paradise to us.”

Pickle fans will tell you that pickles – with their refreshing crunch and bold flavor – make a perfectly palate-pleasing side dish all on their own. Others will say pickles add just the right pizzazz to dress up the main course, from burgers to hot dogs. During International Pickle Week the challenge is on to add fabulous flavor and texture to summer cooking by preparing one of

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Del Monte Pickles – page 2

Del Monte Pickles' delicious outdoor dining recipes described below (recipes attached; additional ideas at delmontepickle.com) or getting creative by making something *dill*-lightly new.

Heat Up the Party

As the temperatures rise outside, meet the heat with a **Spicy Pickle Salsa**. Simply mix up the refreshing ingredients and serve with chips and cold, refreshing drinks. It's the perfect crowd pleaser for any patio party!

Shake Up Tradition

Every picnic needs a potato salad, so do it up in style with our **Red, White and Blue Savory Potato Salad!** Not just your ordinary dish, this one combines the savory flavor of bacon, rich taste of blue cheese and the sweet crunch of pickles to give the traditional favorite a new twist.

Bring Out the Kids in All Your Guests

Nothing brings out the kid in summer gatherers than a great sauce. Perfect for dipping, dunking or drenching, the perfect summer sauce is our **Sensational Barbeque Sauce**. Whether served with chicken fingers, lil' smokies, grilled burgers or traditional pork barbeque, this zesty sauce will thrill the kids... young and old!

Grill it Up

Your guests will flip when they taste our **Grilled Chicken Zinger Burgers** – hot off the grill. These aren't just any burgers! Easy to prepare and serve, these main course crowd pleasers are packed with flavor and provide a fun new way to enjoy summer cook-outs at their best.

A Newcomer with an Old Name in Chicagoland to Stay

New this month, Del Monte Pickles – produced by prestigious pickle producer M.A. Gedney Company, which has been proudly pickling cucumbers for more than 125 years – are available in all Jewel stores as well as select grocers across the Chicago region. While suggested retail price for a 24-oz. jar of Del Monte pickles is \$2.99-3.29, the Jewel introductory rate is set at two jars for five dollars through Memorial Day Weekend. Varieties include:

- Nita's Sweet B&Bs
- Hot & Sweet Zinger B&Bs
- Kathy Earnest's Garlic Baby Dills
- Kosher Dill Spears
- Zinger Dill Spears
- Kosher Babies
- Black Pepper & Garlic Babies
- Hot & Sweet Babies
- Jalapeno Babies
- Zinger Babies

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About *Del Monte* and the M.A. Gedney Company

Since 1919, *Del Monte* has been marketing pickles and pickle products, including its market-leading Sweet Pickle Relish, and its uniquely sweet Sweet Gherkin Pickles, which are one of the country's only sweet gherkin made the old-fashioned way: barrel-sweetened for ultimate sweetness. *Del Monte* pickles are produced and marketed by M.A. Gedney Company and sold under the *Del Monte* label under license from Del Monte Foods. Combining the *Del Monte* reputation for quality with M.A. Gedney Company's 125 years of extraordinary pickle production makes the perfect pickle partnership. The M.A. Gedney Company is headquartered in Chaska, Minn. For more information on the company, visit www.gedneypickle.com. For more information about Del Monte Pickles, go to www.delmontepickle.com.

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