



Quality Pickles and Relishes

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FOR IMMEDIATE RELEASE

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DEL MONTE® VARIETY SELECTED AS BEST PICKLE BY TWO TOP CONSUMER MAGAZINES *Real Simple magazine and Every Day with Rachael Ray magazine* **Each Name Del Monte Pickles Category Winner**

Chaska, Minn. – July 18, 2007 – Del Monte Pickle is “pickled pink” to announce that this season, two top consumer magazines have selected the popular pickle brand as one of their top pickle picks. The two publications, *Real Simple magazine* and *Every Day with Rachael Ray magazine*, each published articles naming their favorite pickle brands and independently selected Del Monte Pickles Sweet Bread & Butter Chips from the Del Monte Pickles Organics line as a category winner.

In the July 2007 issue of *Real Simple magazine*, the magazine named the sweet, traditional pickles as the winner of their “in a salad” category. According to the article, one of 43 taste testers called the pickle’s mustard- and celery-seed seasoning “very sophisticated.” The issue also notes that the pickle’s “crispiness holds up to dicing.”
(www.realsimple.com/realsimple/gallery/0,21863,1629606-5,00.html)

Out on newsstands July 17, 2007, the August issue of *Every Day with Rachael Ray magazine* named Del Monte Organic Sweet Bread & Butter Chips the “Best Bread & Butter.” Said one taster, “these would be great on a sandwich. They taste just like my grandma’s.” The magazine’s web site offers a “buy it now” feature and asks visitors to vote for their “fave.”
(www.rachaelraymag.com/content/42494/)

“We are committed to using the best quality products and delicious, home-style recipes to deliver top-notch pickles to pickle lovers everywhere,” said Joe Pinto, VP Sales & Marketing of Del Monte Pickle license holder and producer, M.A. Gedney Company. “We are proud to be recognized by these two fine publications for our efforts to make every pickle we produce a true winner.”

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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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