



FROZEN BAKERY

1 Tower Lane, Suite 600
Oakbrook Terrace, IL 60181

SARA LEE FROZEN BAKERY EXPANDS EXECUTIVE TEAM, ADDING THREE WORLD CLASS FOOD INDUSTRY VETERANS TO LEAD CRITICAL FUNCTIONS, BOLSTER INNOVATION AND TALENT DEVELOPMENT

New Chief Supply Chain Officer, Chief Human Resources Officer, and Chief Information Officer poised to support rapid growth

Oakbrook Terrace, Ill. – August 8, 2018 – Today, *Sara Lee Frozen Bakery* announced the addition of three food industry veterans to its executive team, filling top roles in supply chain, human resources and technology that are critical to evolving the premium frozen bakery company to the next level as an independent brand. Carson Funderburk, Matt Beliveau and Colin Schneid join to lead supply chain, human resources and information technology, respectively.

“We are very excited to add three extraordinarily talented and experienced leaders to our team. They all have great track records of delivering world class business results, developing people, and building organizations,” said Craig Bahner, Chief Executive Officer of *Sara Lee Frozen Bakery*. “Carson, Matt and Colin will help us attract, develop and retain great talent and enable our people to achieve their full potential within a culture that values and shows respect for all.”

Carson Funderburk has been hired as the company’s Chief Supply Chain Officer and will be responsible for ensuring the company’s end-to-end supply chain is efficient, sustainable and provides seamless resources and support to the manufacturing facilities. Prior to *Sara Lee Frozen Bakery*, Funderburk was at General Mills for almost 17 years and Procter & Gamble immediately prior.

“*Sara Lee Frozen Bakery* is built from a legacy brand that has connected many generations with its quality products. Today we have a new opportunity to extend that brand in different ways, with a new supply chain and innovative products. We will ensure that the supply of our quality products is delivered seamlessly and continuously to our individual and institutional customers. I look forward to supporting our valued customers across the US and beyond.” Said Funderburk.



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Matt Beliveau joins as the company's Chief Human Resources Officer and will be responsible for working with Craig Bahner to build the corporate leadership team at its Oakbrook Terrace headquarters and engage the company's 1,300 employees across all sites. His creative approach to talent management and proven track record in establishing a collaborative and innovative workplace will provide a strong base for the evolving culture at *Sara Lee Frozen Bakery*. Beliveau was at Morton Salt for the past four years. Prior to that he spent 13 years at General Mills, and also served for four years on active duty in the U.S. military as a logistics officer.

"The *Sara Lee Frozen Bakery* brand is iconic and recognized by customers and consumers for quality products with a rich history. It's exciting to help expand a team and create a culture that will elevate a storied brand even further. Employees are such a large part of what will bring the newly launched company to life and I can't wait to begin working with our 1,300 employees across the U.S to make it happen," said Beliveau.

Colin Schneid joins as Chief Information Officer and will be leading technology innovation and support systems that enable employees to deliver on the customer promise. Technology will anchor much of the company's investments in research and development. Prior to joining the *Sara Lee Frozen Bakery* team, he was at the food product development company OSI Group in Chicago, and before OSI he spent 17 years in technology roles at Georgia Pacific.

"Technology will be a critical factor to enable *Sara Lee Frozen Bakery's* employees to deliver its products efficiently whether in a direct-to-consumer or a business-to-business setting. I'm thrilled to join a company that is embracing innovation as a core value and using technology as a business enabler." Said Schneid.



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Last week, *Sara Lee Frozen Bakery* announced commencement of operations following the closing of the sale of *Sara Lee*®, *Van's*®, *Chef Pierre*® and *Bistro Collection*® from Tyson Foods to Kohlberg & Company. In tandem with expanding the executive leadership team, *Sara Lee Frozen Bakery* is building a new research and development facility and test kitchen adjacent to its corporate offices to accelerate product and packaging innovation.

About Sara Lee Frozen Bakery:

Sara Lee Frozen Bakery is a leading maker of frozen bakery and dessert products headquartered in the Chicago suburb of Oakbrook Terrace with bakeries in Michigan and North Carolina. The company's premier brands include *Sara Lee*®, *Van's*®, *Chef Pierre*® and *Bistro Collection*®. Each day, the company pursues its vision of becoming the world's most beloved bakery by creating irresistible foods, growing with our customers, and delivering value for all. For more information, visit www.saraleefrozenbakery.com.

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