



Ball Park is the #1 brand of hot dogs in the U.S.

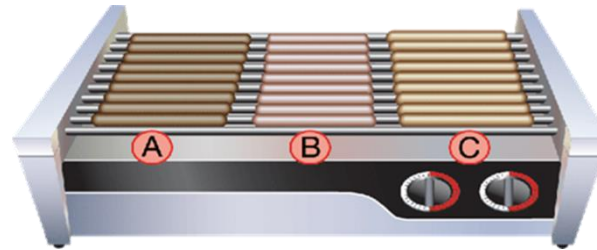
Product	\$ Share of Hot Dog Category
1 BALL PARK HD	20.8
2 OSCAR MAYER HD	18.3
3 BAR S	9.9
4 HEBREW NATIONAL HD	8.1
5 NATHAN'S	5.8

Hillshire Farm is the #1 Brand of Smoked Sausage in the U.S.

Product	\$ Share of Smoked Sausage Category
1 HILLSHIRE FARM SS	27.4
2 JOHNSONVILLE SS	11.4
3 ECKRICH SS	9.0

We Make It Easy To Build Roller Grill Sales

- ✓ **Brands** – Sara Lee offers powerful brands consumers know and trust.
- ✓ **Quality** - Premium quality for consistent customer satisfaction
- ✓ **Product Mix** - The right products for every daypart and recommendations for every region.
- ✓ **Program** - Turnkey, easy-to-execute merchandising program
- ✓ **Training** - Video and manuals for effective program implementation.
- ✓ **Pricing Strategy** – CounterSmart provides highly competitive pricing and promotional opportunities.



Breakfast	Lunch/Afternoon Snack	Dinner
Jimmy Dean® Breakfast Link Ball Park® Franks 5:1	Ball Park® Franks 5:1 Hillshire Farm® Polish 6:1 Hillshire Farm® CheddarWurst® 6:1 Hillshire Farm® Miller® High Life® Beer Brat or LTO Feature	Ball Park® Franks 5:1 Hillshire Farm® Brat 6:1 Hillshire Farm® CheddarWurst® 6:1 Hillshire Farm® Miller® High Life® Beer Brat or LTO Feature

