



Media Contact:
Beth S. Courtney
(615) 327-7999

bcourtney@seigenthaler.com

New Era for Vietti Foods, as Company Acquired by Zwanenberg Food Group

New Dutch ownership provides historic Nashville company with global reach and opportunity for continued expansion

NASHVILLE, Tennessee (March 1, 2011) — Legendary Nashville-based food manufacturer and packager, Vietti Foods Company Inc., a division of Choice Food Group, has been acquired by Zwanenberg Food Group USA, Inc., (ZFG), a prominent Cincinnati, Ohio-based food company with parent company in the Netherlands. ZFG will maintain Vietti's operations in Middle Tennessee and provide resources that will usher the 112-year-old company into a new era of global competitiveness.

ZFG acquired the Vietti family of brands, including Vietti Chili and Southgate, as well as the company manufacturing facility at 636 Southgate Avenue in Nashville, from which it plans to maintain its brands and employees. Philip Connelly will continue to serve as president of Vietti Foods and management and employee teams will remain within the company.

"Today's acquisition is a very exciting development for Vietti and for all of our employees, customers and partners," said Marianne Rogers, a long-standing board member of Vietti and descendent of one of three company founders. "People have known and loved our recipes for more than a century. Zwanenberg will enable Vietti to maintain our proud Nashville heritage, but continue to expand in today's global marketplace, ensuring that families will be able to enjoy our beloved products for generations to come."

Founded in 1898 by Giuseppe Vietti, and later joined by the Sawrie and McKinney families, Vietti Foods was established with the same favorite chili recipes found in many of its products today. In 2006, the company merged with Choice Food Group, a Nashville, Tennessee based food manufacturing and distribution company. Over time, Vietti has grown its product base beyond chili and stew products to include pastas, soups, beans, franks, sauces, and corned beef hash.

"With energy and creativity, the Vietti team has continuously innovated to keep their products fresh and exciting", said Zwanenberg USA General Manager Frank Schmitt. "This same energy has brought important private label and contract packing

relationships to the Company. We also gain an established leadership team with the Nashville Management agreeing to stay in place after the acquisition closes.”

Vietti merged with Choice Food Group in 2006 in an effort to keep up in the increasingly competitive marketplace.

“This acquisition is a natural fit as it enables Vietti to strengthen its operations in Nashville while growing to the next level,” said Jerry Walker, CEO of Choice Food Group. “This represents a considerable expansion opportunity for Vietti and we are pleased that it has come to fruition.”

Zwanenberg Food Group was founded in 1939 in The Hague and entered the U.S. market in 2006 with a production facility in Cincinnati from which it produces a range of canned meat products for the U.S. and international markets. The company is recognized for making strong capital investments in research and development and introducing new manufacturing processes that enhance the quality of its products.

“Ultimately, this is good for Vietti Foods, for our employees – and good for Nashville,” added Michael D. Shmerling, a principal investor and Chairman of Choice Food Group. “We have attracted a global leader in the food business to our market which plans to grow Vietti Foods further. We are delighted to welcome Zwanenberg Food Group to middle Tennessee.”

About Zwanenberg Food Group

With 1,600 employees and net sales of \$500 million, Zwanenberg Food Group (ZFG) is a prominent European producer of deli meats and a leading producer and exporter of meat preserves. Zwanenberg has fourteen own production locations in The Netherlands, the United Kingdom and the United States. Founded in 1875, the group sells its products under various successful international brand names. ZFG also produces a number of well known private labels and, besides retail, has acquired a strong position in the out-of-home segment, in sliced and packaged deli meats for example. Zwanenberg exports meat preserves to more than a hundred countries worldwide.

About Choice Food Group

Choice Food Group, Inc. is a Nashville-based food service company that represents a portfolio of food service companies, comprised of wholesale and retail distributors, processors and marketers. Choice Food Group is a privately-held investment company that has made investments in Tennessee’s established food institutions. It currently specializes in food service distribution with Choice Food Distributors and American Seafood Company as well as marketing with Choice Food of America. A complement to our food distribution business is Hobson Food Services which specializes in customized processing and distribution of poultry and beef products. Nashville Cash & Carry allows our wholesale distribution business to broaden into the retail market with its outlet store, offering the public wholesale priced institutional foods and party supplies. The group is led by entrepreneur Michael D. Shmerling as Chairman and principal investor and Jerry Walker, President and Chief Executive Officer, along with their team of food service executives.

Choice Food Group was ranked among the Top 100 fastest growing and emerging companies in Tennessee in 2007 and 2008 by *Business Tennessee Magazine*. Additionally, it was a 2008 Future 50 award recipient, ranked by the Nashville Area Chamber of Commerce as being among the 50 fastest-growing privately held companies in the Nashville, Tenn. area.

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