



## **FOR IMMEDIATE RELEASE**

MEDIA CONTACTS: Heather Schwartz or Paul Maccabee, 612.337.0087

### **DELI EXPRESS SANDWICH COMPANY TO LAUNCH PACKAGE REDESIGN IN 2006**

**MINNEAPOLIS, Minn., November 18, 2005**— Deli Express revealed its new package design at the National Association of Convenience Stores (NACS) Trade Show held in Las Vegas November 15-18, 2005. The new packaging is set to roll out December 2005 and will be in all convenience store chains by February 2006.

The new look, entitled "Fresh Field of Green," was developed from consumer research and focus group studies that found 29% of infrequent purchasers cited the ability to see a sandwich through the packaging caused interest in trying the food product.

"The new look allows our current product category offerings to stand out clearly and assist the end-user in making a 'quick' eating purchase decision," stated Priscilla McGreevy, marketing manager, Deli Express. "Our focus is to give our loyal customer base what they want and attract new users. 'Fresh Field of Green' is a consumer-centric approach to marketing. We see this as delivering on our customers needs and wants."

Available on all 25 varieties of Deli Express sandwiches, the new design includes brighter and bolder graphics and also incorporates a unique curved checkered design and logo overlay that reveals more of the product.

## **About Deli Express**

Deli Express, a division of the E.A. Sween Company with over 865 employees nationwide, is the leading supplier of hot and cold sandwiches to the U.S. convenience store industry. Founded in 1955, Deli Express sandwiches can be found at over 25,000 convenience stores, drug stores, vending machines and other grocery outlets across the country. Every week, Americans purchase more than one million Deli Express sandwiches, subs and burritos, with ingredients including Armour ® ham, Butterball ® turkey and Jennie-O-Turkey ®. In 2001, Deli Express was voted “Vendor of the Year” and inducted into the Convenience Store Industry “Hall of Fame;” in 2002, the company received an “Award of Excellence” from chefs judging on behalf of the American Tasting Institute. For more information, visit [www.deliexpress.com](http://www.deliexpress.com).

###