

## **NEW PRODUCT INTRODUCTION**

### **FOR IMMEDIATE RELEASE**

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## **DELI EXPRESS® RESPONDS TO MARKET OPPORTUNITIES BY INTRODUCING “SAN LUIS™” MEXICAN BAKERY**

Minneapolis, MN, September, 2006 – Deli Express, the #1 Selling Sandwich in Convenience Stores, has expanded their well-established San Luis® brand for Burritos to their Bakery product line. After testing the fall of 2005, Deli Express added three Mexican Bakery products under the San Luis brand to the already popular Concha Sweet Roll offering. The San Luis™ bakery product line launched March 2006 includes:

- Panque Con Nuez (Pecan Pound Cake)
- Mantecadas (Cupcakes)
- Panque Con Pasas (Raisin Pound Cake)
- Concha Sweet Roll

San Luis™ bakery products are popular with the Hispanic population (over 41 million, 14% of total U.S. population), but are also enjoyed by non-Hispanic consumers. The eye-catching package graphics provide the flavor name and nutrition facts in both Spanish and English. Complete with point-of-sale merchandising materials, San Luis™ Bakery is an easy sell in convenience stores and a nice complement to the already successful Deli Express® Simply Delicious bakery products.

## **About Deli Express**

Deli Express, a division of the E.A. Sween Company with over 900 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 John Morrell® ham and Jennie-O-Turkey®. In addition to their own San Luis burrito® line, Deli Express has co-branded burritos with Don Miguel® and Posada®. Food service solutions to convenience stores include a Hot to Go sandwiches and burritos program, Simply Delicious and San Luis™ bakery products, Roller Grill hot dogs and sausages featuring Ballpark® and Hillshire Farms® products, and Coffee and Cappuccino.

In 2006, Deli Express received honorable mention in the first annual Convenience Store Reader's Choice Award as the top performing supplier in Hot and Cold Sandwiches. Deli Express was selected by a group of buyers and merchandisers from 95 convenience and petroleum chains ranging in size from five stores to more than 5000 convenience stores and combined sales of more than \$68 billion. 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).