



M.A. Gedney Company

2100 Stoughton Avenue
Chaska, Minnesota 55318
952-448-2612
Fax 952-448-1790
www.gedneypickle.com
www.delmontepickle.com

For Immediate Release

Contact:

Jennifer Armstrong

jen@themurphygroup.com

773.663.4305

The Murphy Group

763.416.0858

New Pickle in Town Makes for a Dill-licious Summer

*Del Monte® Pickles Arrive at Mid-Atlantic Supermarket Shelves
in Time for Peak Outdoor Grilling Season*

Chaska, Minn. – July 3, 2008 – Pickle lovers in Virginia and Pennsylvania are in for a **dill-**licious summer thanks to the arrival of Del Monte Pickles to the Mid-Atlantic region. Del Monte Pickles, produced by veteran pickle producer M.A. Gedney Company and sold under the Del Monte label (through a license agreement from Del Monte Foods), are now available at the over 300 Super Valu stores in the Mid-Atlantic area. These include; Farm Fresh, Shoppers and Farmers stores in Virginia and Acme, Redners, Boyers, Kleins, Karns, Advantage, Aharts, Drexeline, and Tri State stores in Pennsylvania.

Del Monte pickles provide consumers with traditional and popular new varieties – those featured in the Mid-Atlantic are:

- Del Monte Zinger Spears
 - Del Monte Kosher Spears
 - Del Monte State Fair Sweet B&Bs
 - Del Monte Hot & Sweet Zinger Chips
 - Del Monte Kosher Babies
 - Del Monte B&B Slices
 - Del Monte State Fair Garlic Baby Dills
- and Del Monte Sweet Relish made with real sugar

“For thousands of years, pickled cucumbers have been a popular, healthy food,” said Joe Pinto, Vice President of Sales and Marketing for M.A. Gedney Company. “We are proud to continue that tradition by offering our unique recipes in a wide array of flavors and sizes to pickle lovers in Virginia and Pennsylvania. Whether as a topping, side dish or flavorful ingredient, Del Monte Pickles are the perfect addition to any menu... especially during the outdoor dining season.”

Known for innovative, home-style pickle recipes, Del Monte Pickles are made from the finest ingredients and are available in flavors that range from hot “Zingers” to Sweet B&Bs and everything in between. And, like all pickles, they are naturally low in calories, fat free and very low in cholesterol. Pickles are also a good source of Vitamin A, Iron, Potassium, Manganese and, according to Nutrition Data, which generates information for labeling standards required by the FDA, they are a good source of dietary fiber, Vitamin K and Calcium.

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Del Monte Pickles offers the following tips to get the most out of your pickle experience this outdoor dining season:

1. **Try something new!** Del Monte Pickles come in traditional dill and sweet flavors, as well as unique varieties such as the State Fair Garlic Baby Dills, Black Pepper Babies and a wide variety of zesty “Zingers.” Try them all and enjoy an appetizing adventure for the taste buds.
2. **Top it off!** We all know a couple of dill pickle chips add a refreshing zing to a burger. But why stop there? Add flavor and crunch to all of your sandwiches, entrees and savory drinks with creative toppings the whole family will love. Try Hot and Sweet Zinger Chips on a ham sandwich, Jalapeno Babies on a sub, Sweet Relish on a salmon steak or a Zinger Spear in your Bloody Mary.
3. **Mix it up!** Who says pickles have to be eaten whole? Full of flavor and texture, pickles are an ideal ingredient to add natural and nutritious flavor to a variety of recipes. Chop up some Kosher Spears for a tangy dressing, add Black Pepper Babies to a cheesy dip or sprinkle diced Zinger Spears on a salad to add a surprisingly tasty pickle punch.

More culinary ideas and recipes using pickles and relish are available at delmontepickle.com

About *Del Monte* and the M.A. Gedney Company

For more than 125 years, M.A. Gedney Company has been making extraordinary pickles, condiments, dressings and preserves. M.A. Gedney Company makes and markets a variety of pickles, including the State Fair line, under the Gedney brand name throughout the Midwest and produces and markets Del Monte® pickles and relish across the United States under license from Del Monte Foods. In the northeast corner of the U.S., Gedney makes and markets pickles under the Cains brand name. M.A. Gedney Company is headquartered in Chaska, Minn. For more information, visit www.gedneypickle.com. For more information about Del Monte Pickles, go to www.delmontepickle.com.

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