



B&G Foods, Inc.

Quality Foods Since 1889

B&G Foods Introduces *Cream of Wheat*[™] Chocolate Flavored Instant Hot Cereal

Breakfast Staple Gets Another Indulgent Twist with Real Dutch and Natural Cocoa

PARSIPPANY, N.J. December 6, 2011 — B&G Foods, Inc. introduces *Cream of Wheat Chocolate* flavored instant hot cereal, the newest and most decadent addition to the *Cream of Wheat* family of products. Following the sweet success of *Cream of Wheat Cinnabon*[®], *Cream of Wheat Chocolate* is flavored with a variety of Dutch and all natural cocoa, and blends chocolate indulgence with the warming comfort of *Cream of Wheat* for a truly unique meal or snack time treat.

Cream of Wheat Chocolate flavored instant hot cereal provides an excellent source of seven essential vitamins, as well as 50% of the recommended daily value of iron and 35% of the recommended daily value of calcium when prepared with milk, making it a natural choice for families to enjoy. Now, with the satisfying and unique flavor profile of all natural cocoa, the pantry staple boasts even more crave appeal and transforms into a deliciously indulgent way to start or end the day.

“*Cream of Wheat* fans are passionate about their hot cereal and have been vocal about wanting new and interesting ways to enjoy the longtime favorite,” said David L. Wenner, President and Chief Executive Officer of B&G Foods. “We began answering their requests with last year’s launch of *Cream of Wheat Cinnabon*[®], which was an instant hit. Now with the introduction of *Cream of Wheat Chocolate*, the goal is to maintain *Cream of Wheat*’s tradition as a nutritious family brand while giving fans a new, decadent way to enjoy the product.”

Cream of Wheat Chocolate flavored instant hot cereal will be available in instant packets that cook in just one minute. Each packet, equal to one serving, has 130 calories and just one gram of fat.

Cream of Wheat Chocolate flavored instant hot cereal will be available in January 2012 in the cereal aisle of select grocery stores for a suggested retail price of \$3.99. For more information, please visit www.creamofwheat.com.

About Cream of Wheat

Introduced in 1893, *Cream of Wheat* is among the leading brands, and one of the most trusted and widely recognized brands, of hot cereals sold in the United States. *Cream of Wheat* is available in Original 10-minute, 2 ½ minute and one-minute stovetop versions, and also in instant packets of Original and other flavors, including *Cinnabon*[®] and Maple Brown Sugar. A whole grain version of Original 2 ½ minute *Cream of Wheat* was introduced by B&G Foods in 2008. In 2009, B&G Foods introduced a “Healthy Grain” version of instant *Cream of Wheat*, which provides consumers with an excellent source of fiber and a good source of protein. During 2010, pursuant to a licensing agreement, B&G Foods introduced *Cream of Wheat Cinnabon*[®]. *Cream of Wheat* and *Cream of Rice*, a rice-based hot cereal, are distributed nationally and in various retail and food service channels.

About B&G Foods

B&G Foods, Inc. (NYSE: BGS) and its subsidiaries manufacture, sell and distribute a diversified portfolio of high-quality, shelf-stable foods and household care products across the United States, Canada and Puerto Rico. B&G Foods’ products include hot cereals, fruit spreads, canned meats and beans, spices, seasonings, hot sauces, wine vinegar, maple syrup, molasses, salad dressings, Mexican-style sauces, taco shells and kits, salsas, pickles, peppers and other specialty food and household care products. B&G Foods competes in the

retail grocery, food service, specialty, private label, club and mass merchandiser channels of distribution. Based in Parsippany, New Jersey, B&G Foods' products are marketed under many recognized brands, including *Ac'cent*, *B&G*, *Baker's Joy*, *B&M*, *Brer Rabbit*, *Cream of Rice*, *Cream of Wheat*, *Don Pepino*, *Emeril's*, *Grandma's Molasses*, *Joan of Arc*, *Kleen Guard*, *Las Palmas*, *Maple Grove Farms of Vermont*, *Mrs. Dash*, *Molly McButter*, *Ortega*, *Polaner*, *Red Devil*, *Regina*, *Sa-són*, *Sclafani*, *Static Guard*, *Sugar Twin*, *Trappey's*, *Underwood*, *Vermont Maid* and *Wright's*.

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