



B&G Foods, Inc.

Quality Foods Since 1889

Cream of Wheat® Introduces Cinnabon® Instant Hot Cereal

**Treat Yourself to the Full-Flavor Taste and Distinct Aroma
and Get Excited About Breakfast Again**

Parsippany, NJ, September 20, 2010 — B&G Foods, Inc. introduces Cream of Wheat® Cinnabon® instant hot cereal, the newest addition to Cream of Wheat's expanding roster of premium instant hot cereals. Cream of Wheat® Cinnabon® instant hot cereal offers consumers the convenience and nutrition they seek, along with the unmistakable crave appeal and aroma of Cinnabon's legendary cinnamon rolls. Although it tastes "cinn-fully" delicious, each serving packet has only 100 calories, 0 grams of fat and is an excellent source of Vitamin D, Calcium and Iron.

"We are pleased to unveil this new offering from Cream of Wheat, which combines the smooth, creamy taste and excellent source of nutrition found in all Cream of Wheat hot cereal varieties with the signature flavor of Cinnabon's famous cinnamon rolls," stated Jordan Greenberg, Vice President of Marketing at B&G Foods. "The product extension offers individuals and fans of both brands an indulgent meal option to get them excited about breakfast again."

Each box of Cream of Wheat® Cinnabon® instant hot cereal includes ten 35g instant packets. Cream of Wheat® Cinnabon® instant hot cereal is currently available in the cereal aisle of select grocery stores.

The launch of Cream of Wheat® Cinnabon® instant hot cereal will be supported through a host of strategic marketing programs including print advertising, retail events, online promotions and social media interaction - all driving consumers to sample, comment upon and connect with the brand. A branded microsite off of the Cream of Wheat homepage will allow consumers to sign up to receive a free sample and a printable coupon. Advertisements will appear in-store via in-aisle promotion, online via Google and Facebook ads and through FSI coupon distribution.

For more information, a list of retailers that carry Cream of Wheat® Cinnabon® instant hot cereal and printable coupon please visit www.creamofwheat.com/cinnabon.

Follow Cream of Wheat on Twitter at http://twitter.com/Cream_of_Wheat and Cinnabon at <http://twitter.com/CinnabonInc>

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Cinnabon® is a registered trademark of FOCUS Brands.

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 versions, and also in instant packets of original and other flavors, including cinnamon swirl and maple brown sugar. A whole grain version of original 2 ½ minute *Cream of Wheat* was introduced by B&G Foods in 2008. *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, Inc.

B&G Foods and its subsidiaries manufacture, sell and distribute a diversified portfolio of high-quality, shelf-stable foods across the United States, Canada and Puerto Rico. B&G Foods' products include hot cereals, fruit spreads, canned meats and beans, spices, seasonings, marinades, hot sauces, wine vinegar, maple syrup, molasses, salad dressings, Mexican-style sauces, taco shells and kits, salsas, pickles, peppers and other specialty food 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*, *B&M*, *Brer Rabbit*, *Cream of Rice*, *Cream of Wheat*, *Emeril's*, *Grandma's Molasses*, *Joan of Arc*, *Las Palmas*, *Maple Grove Farms of Vermont*, *Ortega*, *Polaner*, *Red Devil*, *Regina*, *Sa-són*, *Trappey's*, *Underwood*, *Vermont Maid* and *Wright's*.

About Cinnabon, Inc.

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon, Inc. is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls and cupcakes, as well as a variety of other baked goods and specialty beverages. Cinnabon currently operates more than 770 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers, academic institutions and military establishments. Visit www.cinnabon.com for more information, follow us on Twitter @CinnabonInc or become a Facebook fan at <http://www.facebook.com/Cinnabon>.

About FOCUS Brands

FOCUS Brands Inc. is the franchisor and operator of over 2,200 ice cream shoppes, bakeries, restaurants, and cafes in the United States, the District of Columbia, Puerto Rico, and 33 foreign countries under the brand names Carvel®, Cinnabon®, Schlotzsky's® and Moe's Southwest Grill®, as well as the franchisor of Seattle's Best Coffee® on certain military bases and international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy." Please visit www.focusbrands.com to learn more.

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