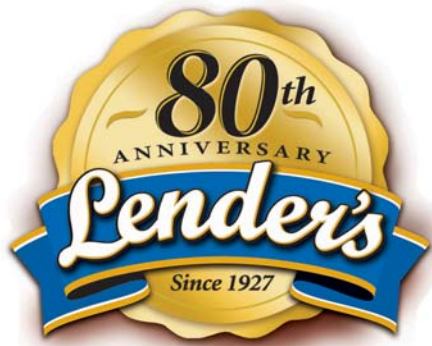


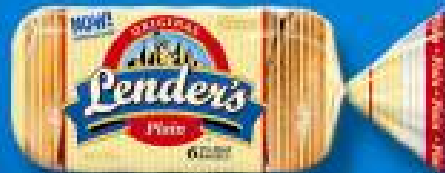
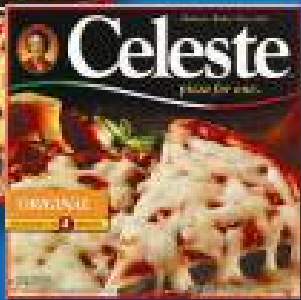
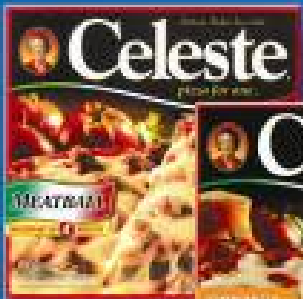


NEARS

October 1, 2009

Brian Smolenyak
Director, Transportation Procurement





Mission & Vision

Mission (Why We Are Here)

To make our brands an increasingly important part of consumers' everyday lives, so we build sustainable value

Vision (How We Want Others to View Us)

To be an innovative and nimble organization, broadly recognized for profitably growing iconic food brands

Win the 4 C's

- Consumer
- Customer
- Cost
- Culture



Annual Statistics

Shipments: 81,900

Over the road: 76,650

Intermodal: 5,250

Sustainability

Manufacturing

- Plant #1 – energy efficient lighting
- Plant #2 – oil centrifuge to reduce waste

Packaging

- Vlasic - lid downsizing
- Duncan Hines – reduced packaging

Sustainability

Transportation

- Increased intermodal
- Distribution network reconfigurations



Challenges

- Time
- Value
- Weight

NEARS NE

Thursday, October 1, 2009

RRs, Pinnacle Success Story

Pinnacle
FOODS GROUP LLC