



## **Cream of Wheat Unveils Healthy Grain Instant Hot Cereal** — New Product Launch a Part of B&G Foods' Brand Revitalization Strategy —

Parsippany, N.J., March 23, 2009 — B&G Foods, Inc. (NYSE: BGS, BGF), a manufacturer and distributor of high quality, shelf-stable foods, announced today the launch of *Cream of Wheat* Healthy Grain Instant Hot Cereal. The new product launch marks a significant step in B&G Foods' strategic rebuilding of the legendary *Cream of Wheat* brand that it acquired in 2007.

The new *Cream of Wheat* Healthy Grain Instant products will be available in two varieties — Original and Maple Brown Sugar. The *Cream of Wheat* Healthy Grain Instant products are made from 100% whole grain (over 40 grams per serving) and are an excellent source of fiber (6g), calcium, vitamin D, iron and folic acid. The *Cream of Wheat* Healthy Grain Instant products are also a good source of protein (7g) and are cholesterol free, low fat and contain 0g of sugar.

To celebrate the occasion, David L. Wenner, President and Chief Executive Officer of B&G Foods, will ring The Opening Bell<sup>SM</sup> today at the New York Stock Exchange, joined by employees of B&G Foods.

“Through our marketing and new product efforts B&G Foods is building on the tradition of the well respected *Cream of Wheat* brand, reminding consumers how good it was, and how good it still is,” said Mr. Wenner. “We are delighted to expand the *Cream of Wheat* brand with the introduction of the new Healthy Grain line of products that speak directly to consumers' desire for nutritional products with more whole grain and fiber.”

Initially, consumers can expect to find the new *Cream of Wheat* Healthy Grain Instant products at Wal-Mart and Publix. Over the course of the next several months, B&G Foods expects the new products will also be available at many other leading retail outlets throughout the United States.

### **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*.

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