

FOR IMMEDIATE RELEASE**Nov. 12, 2006****Sturm Foods Highlights Entire Drink-Mix Product Line
at PLMA Show***Global Manufacturer Also Showcases Natural and Organic Foods
in Demonstrating Commitment to Consumer Health*

CHICAGO – Sturm Foods is featuring its complete line of trend-setting, sugar-free drink mixes at the 2006 Private Label Manufacturers Association (PLMA) Trade Show. A global manufacturer specializing in speed-to-market development and delivery of innovative, healthful, “good-for-you” products, Sturm is also highlighting its organic and natural food offerings at the three-day event.

“While Sturm has participated in the PLMA show for years, never before have we exhibited on this broad of a scale the products we’ve created for health-conscious consumers around the world,” said Larry Hamwey, Vice President, Marketing, for Sturm Foods.

“Sturm has been known in the industry as a venerable, 101-year-old company in Wisconsin,” Hamwey explained. “Certainly, we are proud of our reputation for excellence in product quality and customer service. However, we want retailers and other PLMA show participants to realize we are also a nimble, entrepreneurial company that can bring nutritious foods to market faster than anyone else.”

According to Hamwey, Sturm is capable of taking products from concept to store shelf in fewer than 90 days. He said Sturm relies on state-of-the-industry processes in research and development and in quality assurance to accelerate product innovation.

“We have a passion for making things happen quickly,” Hamwey noted.

Drink-Mix Sticks Represent Variety of Choices

In the PLMA spotlight are Sturm’s eight sugar-free drink-stick brands, including Vita Splash™ Nutrient-Enhanced Drink Mix, newly introduced at the show.

Sturm’s drink-mix sticks containing flavored powders that can be added to bottled water, include:

- Fulfill™ Vitamin-Enhanced Fitness Drink Mix;
- Morning Spark™ Caffeinated Drink Mix;
- Power Edge™ Energy Drink Mix;
- Replenish™ Sport Drink Mix with Electrolytes;
- On the Run™ Drink Mix for consumers with active lifestyles; and
- Slosh Drink Mix for children.

Also developed for children, Sturm’s Moo Magic™ Milk Mix can be added to 8 fluid ounces of milk to give it flavor such as chocolate malt, strawberry and bubble gum.



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In addition, Sturm is featuring a full line of U.S. Department of Agriculture-organic certified products – including instant oatmeal and hot and cold drink mixes – at the show.

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About Sturm Foods:

Now in its 101st year of doing business, Sturm Foods is a global manufacturer specializing in quickly bringing to market innovative, nutritious, “good-for-you” food products that help consumers to enjoy healthier lives. The company, headquartered in Manawa, Wis., produces healthful drink mixes and sticks, instant oatmeal and hot cereals, and a line of organic and natural foods. For more information, visit the Sturm Foods website at www.sturmfoods.com.

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