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**VARIETY IS MADE EASY WITH NEW PILLSBURY® PLACE & BAKE™ A.M.
SWEETS VAREITY PACK FROM GENERAL MILLS FOODSERVICE**

MINNEAPOLIS (March 16, 2009) – Foodservice operators can offer patrons a wide variety of breakfast baked goods with the new Pillsbury® Place & Bake™ A.M. Sweets Variety Pack from General Mills Foodservice. Each convenient case delivers three uniquely different breakfast items including Raspberry White Chocolate Scones, Double Chocolate Strudel Sticks and 1.5-ounce Cinnamon Rolls, all with 0 grams trans fat per serving.

Profitability and patron satisfaction are central to the success of a foodservice operator's business. With Pillsbury Place & Bake technology, operators can easily deliver homemade taste and fresh-baked aroma to their patrons. Every item in the A.M. Sweets Variety Pack is completely pre-portioned and ready to bake. The freezer-to-oven format allows operators to reduce back of house labor, minimize prep time and bake only what they need.

"Our Place and Bake products add value and simplicity to baking, allowing the operator to serve consistent baked goods every day," said Michael Boull, associate channel manager, General Mills Foodservice. "The new A.M. Sweets Variety Pack provides operators the right product mix in one convenient case, freeing up valuable freezer space."

For more information on the new Pillsbury Place & Bake A.M. Sweets Variety Pack, operators can contact their General Mills Foodservice sales representative or visit www.generalmillsfoodservice.com.

About General Mills Foodservice

General Mills Foodservice sells a wide array of high-quality products to operators in the foodservice and restaurant channels, delivering consistent quality and proven performance through its branded products including Cheerios[®], Yoplait[®] yogurt, Nature Valley[®] granola bars, Gold Medal[®] baking mixes, Pillsbury[®] biscuits and other sweet goods. The division generates more than \$2 billion in annual sales.

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