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Murray Joins Johnsonville® as Corporate Chef

*Newest member of World Class Culinary team will contribute wide experience and creative talent to operators seeking to increase profit and customer loyalty with America's No. 1 sausage brand**

Sheboygan Falls, Wisconsin – Johnsonville® Sausage, LLC, is pleased to announce the latest addition to its World Class Culinary team. James T. Murray joins Johnsonville as corporate chef.

In his new role, Murray will rely on his nearly 30 years of foodservice experience to devise on-trend culinary ideation for Johnsonville customers—with an emphasis on attracting diners and increasing profit through creative dish development that capitalizes on exciting menu applications featuring Johnsonville products.

Indeed, learning and teaching fuel Murray's passion, whether it's discovering a new flavor or ingredient and its application to a prevailing menu trend or training line cooks at a customer account how to perfectly execute a dish. "I put myself in the operator's shoes and learn as much about the business and system as I can," he says. "I love to research and experiment, discovering how the traditional can be made new again on the plate."

Throughout his career, Murray, who is certified as an executive chef (CEC) by the American Culinary Federation, has been instrumental in bringing innovation to the table to meet needs of customers—from restaurants and clubs to food manufacturers. His keen understanding of how prevailing and emerging menu trends can best satisfy the diverse and evolving demands of diners makes him key to helping Johnsonville deliver more delight on the plate with its portfolio of premium sausage products.

"Chef Murray is an excellent choice to lead our World Class Culinary program as we help more operations realize menu success with the Johnsonville brand," says Gene Rech, Johnsonville's director of foodservice. "His gift for creative, meaningful development combined with a diverse culinary career contributes much to our mission to introduce a new generation of diners to the goodness of Johnsonville Sausage—while continuing to deliver the trust that millions of Americans who enjoy our products count on."

About Johnsonville Sausage®

Johnsonville® Sausage, America's No. 1 sausage brand according to AC Nielsen, is known and trusted in 27 countries throughout the world. Through its commitment to providing "World Class Culinary" sausage solutions to customers through unparalleled quality and flavor, Johnsonville endeavors to create awareness for sausage as a key ingredient on trend-setting menus while influencing the menu trends of tomorrow.

*AC Nielsen, 3-21-09