

NEWS
For Immediate Release

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B&G Foods Sends Grandma's Molasses To Help The Elephant Sanctuary in Tennessee

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B&G Foods of Parsippany, New Jersey (known for their Cream of Wheat cereal, Ortega Mexican Foods and Grandma's Molasses) is a proud corporate sponsor of The Elephant Sanctuary in Tennessee, supplying molasses to the seventeen resident elephants.

This is no small order. Every four months, two pallets loaded with five-gallon pails of molasses are required to supplement the Sanctuary elephant diets. Twice a day, in three different elephant barns, Grandma's Molasses is added to the elephants' oats and barley. Some of the Sanctuary residents with minor arthritis enjoy their diets mixed with molasses, which conceals the taste of their supplements, along with providing essential iron and calcium. For our senior elephants, the glucosamine chondroitin mixed with molasses helps keep their joints flexible and active as they travel the varied terrain of their habitat.

It started in early 2007 when Carol Bresnay, a Sanctuary volunteer, wrote a letter to B&G's President Dave Wenner, introducing the Sanctuary and asking for a donation of a generous supply of molasses to "sweeten" the retirement years for the girls. Mr. Wenner passed the package on to Marketing Director Marvin Schwinder, who, having recently returned from South Africa, was "filled with the wonder of elephants." The company committed to donate a year's supply, and fulfilled that commitment. Despite severe economic pressures, B&G is continuing to ship pallets of molasses every four months at cost.

Why? Mr. Schwinder says: "We're delighted and proud to help the Sanctuary. It makes us all feel good. Believe me; we are thrilled to be of value here." Carol Buckley, Sanctuary Co-Founder and Executive Director says: "Mr. Schwinder stands by our organization at a very financially trying time. We are thankful to B&G Foods for continuing to supply this highly nutritious component of our elephants' diet, not to mention how much the elephants enjoy the taste."

Operating on 2,700 acres in Hohenwald, Tennessee, The Elephant Sanctuary has been developed specifically to meet the needs of endangered African and Asian elephants. The nonprofit organization, licensed by the U.S. Department of Agriculture and the Tennessee Wildlife Resources Agency, is designed specifically for old, sick or needy elephants that have been retired from zoos and circuses. A true sanctuary, The Elephant Sanctuary in Tennessee is not intended to provide entertainment; resident elephants are not required to perform for or entertain the public. Instead, they are encouraged to live like elephants. As stated by Phil Snyder, former regional director of the Humane Society of the United

States, “The Elephant Sanctuary in Tennessee represents the future of enlightened captive elephant management.”

To find out more about the plight of captive elephants, and to monitor the progress of the residents of The Elephant Sanctuary in Tennessee please visit our website at www.elephants.com.

B&G Foods manufactures and distributes a diversified portfolio of high-quality foods across the United States, Canada and Puerto Rico. Based in Parsippany, New Jersey, B&G Foods’ products are marketed under many recognized brands, including our girls’ favorite, Grandma’s Molasses. <http://www.bgfoods.com/>

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