



Wolfgang Puck Launches Exclusive Frozen Food Partnership With Schwan's Consumer Brands North America, Inc.

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Through his Wolfgang Puck Worldwide, Inc. (WPW) corporation, world-renown chef and restaurateur Wolfgang Puck announced today a partnership with Schwan's Consumer Brands North America, Inc.

While details of this strategic alliance are forthcoming, the combination of Wolfgang Puck -- one of the most recognizable names in the food industry -- and Schwan's Consumer Brands -- an international leader in the frozen foods industry -- creates incredible brand and consumer synergies.

"My passion is creating authentic, innovative and great quality food products. As the leader in the frozen food category, The Schwan Food Company, is an ideal partner for building the Wolfgang Puck brand in the frozen food aisle," said Wolfgang Puck.

Commenting on the partnership, Mark Jansen, Vice President of Product Strategy for Schwan's Consumer Brands North America, Inc., said, "We are delighted to be partnering with the culinary legend, Wolfgang Puck. This relationship brings breakthrough food innovation and a world-class brand to our customers."

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