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Beech-Nut brings the Lets Grow! Line to market fueled by CROSSMARK

Plano, Texas – In July 2008, with the pending launch of the largestest product launch in 117 years, Beech-Nut appointed CROSSMARK nationally bring the new Lets Grow! line along with their entire product line to market.

Within 6 weeks of appointment CROSSMARK has introduced more than 350 Lets Grow! items to over 25 retailers across the United States, including Kroger, Publix, Foodtown, Food City, AWI, DeMoulas, Food 4 Less, Central Grocers, HEB, Hy Vee and many more.

“CROSSMARK has played a key role in getting the Lets Grow! line to the retailers,” said Jim Schneider, VP and General Sales Manager for Beech-Nut. “Since the launch of the line CROSSMARK has shot far beyond our expectations and has delivered impeccable results!”

Let’s Grow! is a complete line of toddler foods developed around a platform of advanced nutrition and a prominent “No Junk Promise” – a pledge to take out what moms don’t want in food and to put in all the good things they do want. Beech-Nut’s strategy is to grow the toddler category with Let’s Grow! by targeting parents that leave the category early due to lack of nutritious options on store shelves.

“This brand will introduce new and innovative items to the toddler food category that will provide parents more nutritious options for their children, and we are thrilled to be a part of it!” said Bill Sheffer, senior vice president of Headquarter Operations.

In addition to the Lets Grow! product line, CROSSMARK has also helped Beech-Nut with its infant food product line. CROSSMARK has placed more than 100 infant food items into stores, with more than 100 items still waiting to be processed.

“CROSSMARK is very excited to be a part of this historic launch for Beech-Nut,” said Sheffer, “and we look forward to continued success with the new product line!”

CROSSMARK® - CROSSMARK is a professional services company that has served the consumer goods industry for more than 100 years. We provide headquarter services, retail merchandising, shopper insights, and sales and marketing strategies to many of the largest manufacturers and retailers in the world. Headquartered in Plano, TX, CROSSMARK has more than 20,000 associates worldwide, with offices in the United States, Canada, New Zealand and Australia. To learn more about CROSSMARK, visit www.CROSSMARK.com.