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Beech-Nut Awarded LEED® Green Building Certification

Energy-efficient facility conserves enough water for 10,000 people annually, among other sustainability measures

TOWN OF AMSTERDAM, NY -- The Beech-Nut Nutrition Corporation announced today that its new Amsterdam facility, which serves as the company's headquarters and production plant, has been awarded LEED® Certification by the U.S. Green Building Council (USGBC) and Green Building Certification Institute (GBCI). LEED is the nation's preeminent program for the design, construction and operation of high-performance green buildings.

This year, Beech-Nut celebrates the 80th anniversary of producing the world's first vacuum-sealed baby food jar in its home of upstate New York. Beech-Nut's founding principle in 1931 was simple: through its All Natural Ingredients Philosophy, help nourish America's children to provide them with an opportunity for a better future.

"As the world's first LEED-certified baby food production facility, it is fitting that Beech-Nut now embarks on a new generational commitment based upon that same principle; investing in a better future for America's children," said Jim Schneider, President and CEO, Beech-Nut Nutrition Corporation. "As a family-owned company, Beech-Nut's priorities and investments reflect our values. By using less energy and water, Beech-Nut is able to save resources for families, businesses and taxpayers; reduce greenhouse gas emissions; and contribute to a healthier environment for residents, workers and the community, for future generations."

Beech-Nut's \$124 million Amsterdam, NY facility, which opened in June 2010, was designed to achieve LEED certification for energy use, lighting, water and material use.

Facility features and highlights include:

- Annual energy savings equal to the energy demands of more than 2,000 people.
- Water conservation equal to what a city of 10,000 people would consume.
- Reduction in waste water discharge equal to the discharge of 10,000 people.
- Open floor plan that allows natural light to flow through the building.
- Maintenance-free landscaping that thrives in the local environment.

"Buildings are a prime example of how human systems integrate with natural systems," said Rick Fedrizzi, President, CEO & Founding Chair, U.S. Green Building Council.

"The Beech-Nut project efficiently uses natural resources and makes an immediate, positive impact on our planet, which will tremendously benefit future generations to come."

About Beech-Nut

Since 1931, Beech-Nut Nutrition Corporation has been built on a history of innovation and dedication to infant nutrition. Headquartered in Amsterdam, New York, Beech-Nut is the number two leading baby food brand in the United States and is committed to deliver nutrition for parents and babies. As a subsidiary of Hero AG of Lenzburg, Switzerland, a global leader in consumer goods and infant feeding, Beech-Nut is able to combine resources to continuously improve food and nutrition for infants. For more information visit www.beechnut.com or www.facebook.com/beechnut .

About Hero

Hero AG, an international brand-focused consumer-foods group, was founded in 1886 in Lenzburg, Switzerland, and is committed to producing high-quality, nutritious products in its core product categories of Infant Nutrition and Fruit. Hero's operations are based predominantly in Europe, North America and Middle East & Africa and, most recently, China. In 2010, the group generated revenues of in excess of CHF 1.8 billion with over 4,000 employees in more than 30 countries. Dr. Arend Oetker is the majority shareholder.

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