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## **SABRA GO MEDITERRANEAN ANNOUNCES STRATEGIC ACQUISITION OF CAROUSEL FOODS OF AMERICA, INC.**

*Already the Fastest-Growing Company in its Category, Sabra Go Mediterranean Prepares for Expanded Leadership with Powerful Product Development and Distribution Capabilities*

**New York, NY (January 22, 2007)** – Sabra Go Mediterranean, owned by Blue & White Foods, LLC, announced today that it has acquired Carousel Foods of America, Inc., a leading manufacturer of dips, spreads and desserts based in Farmingdale, NY. Sabra Go Mediterranean, already the fastest growing brand in its category, is preparing for expanded leadership in the Mediterranean food market segment with the addition of a state-of-the-art manufacturing facility and superior research and development capabilities.

“We are thrilled by Sabra’s success in the marketplace as a provider of premium Mediterranean dips and spreads,” said Gadi Lesin, CEO of Sabra Go Mediterranean. “But that is just the beginning. We plan to parlay our success into new areas. In the same way that Sabra Go Mediterranean has orchestrated an extreme category makeover, leading the growth of the existing Mediterranean dips and spreads, we expect to further our success by accelerating our successful process of innovation and product development through this acquisition. The expanded capabilities will allow us to introduce an even broader range of fresh Mediterranean products to the American market.”

With this acquisition, Sabra welcomes Subodh Amin formerly of Carousel as Sabra’s Chief Technologist and member of the Executive Team. Amin will be based at Sabra’s headquarters in Astoria, NY. Sabra’s customers, retailers and distributors can expect to benefit from an expanded product line and enhanced development and distribution capabilities.

“Sabra insists on the best when it comes to products as well as acquisitions,” said Meiky Tollman, EVP and GM of Sabra Go Mediterranean. “It was no coincidence that we selected Carousel as we prepare to expand our category leadership. The Farmingdale facility is first-rate, and the quality of products, and more importantly, the people, are among the best in the country. We are very fortunate to have Amin and his staff join our team.”

Carousel, founded more than 30 years ago, is known for its fresh line of premium all natural desserts including puddings, cheesecakes, gel snacks and specialized soy products. The company, like Sabra Go Mediterranean, focuses on producing and marketing high-quality products. At the time of the announcement, Sabra Go Mediterranean will maintain all current

product development at both facilities, leveraging the resources to continue to improve manufacturing techniques and bring continued innovation, new products and concepts to the market.

The Farmingdale manufacturing plant is USDA and FDA certified and meets the standards of the New York State Agriculture Department and U.S. military. In addition, the plant is certified to meet strict kosher and organic rules.

The value of the transaction totals approximately \$9 million.

### **About Sabra®**

Sabra of Astoria, New York, makes a wide and outstandingly delicious range of Mediterranean dips and spreads. Richer. Smoother. Tastier. All products are beautifully presented, certified kosher and vegetarian and available across the nation. With more than 130% growth in the past 52 weeks, Sabra became one of the top ranking leaders in its category according to recent AC Nielsen reports. Visit Sabra at [www.sabra.com](http://www.sabra.com).