

Elephant Sanctuary Newsletter January 7, 2009

B&G Foods of Parsippany, New Jersey is a proud corporate sponsor of The Elephant Sanctuary in Tennessee, donating a yearly supply of Grandma's Molasses, which is added to the elephants' oats and barley. The molasses sweetens and conceals the taste of their supplements, along with providing essential iron and calcium.

Grandma's Molasses will be promoting the Elephant Sanctuary with special on-pack messages as well as featuring an "Elephant of the Month" on their website. Grandma's will also encourage consumers to submit their favorite molasses recipes and elephant stories.

"We are very excited about our continued involvement with The Elephant Sanctuary", notes Dina Dubey, Marketing Director for Grandma's Molasses.

B&G Foods is known for their diversified brands, including Cream of Wheat cereal, Ortega Mexican Foods, Maple Grove Farms of Vermont specialty foods, Polaner fruit spreads, Grandma's Molasses and many more. For information on B&G Foods and their brands, visit www.bgfoods.com or email them at info@bgfoods.com.