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## NEWS RELEASE

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### **Wagner Gourmet Foods Sets Precedent in Specialty Foods Industry With CD ROM Product Catalog**

WILMINGTON, N.C. — In keeping with its long history of innovation, Wagner Gourmet Foods, Inc. introduces its new, CD ROM product catalog – an item that is both informative and entertaining, as well as a precedent in the Specialty Foods Industry. The interactive catalog showcases each of the company's fine product lines and offers tips for retailers, wholesale pricing information, electronic order forms, introductions by product creators, and a history of the 150-year old company.

President Stedman Stevens explains the philosophy behind the CD ROM: "We wanted to create an innovative marketing tool that would 'wow' our customers. We believe that it will be a useful tool not only for our sales force but for our customers, too."

Product lines represented are Wagner's, Carolina Swamp Stuff, The Brown Adobe, and Home Port Galley. With a click of the mouse, the user can see a dynamic, full-color photo of each product line, hear a description of individual items, and even play an audio/video vignette featuring product creators. Pricing information too is but a click away, and electronic order forms can be printed or downloaded for convenience. In addition, a "Tips for Retailers" segment offers suggestions for in-store demonstrations and product displays.

Wagner Gourmet Foods, Inc. has been a purveyor of fine foods since 1847. The company's products include specialty teas, preserves and jellies, spices and extracts, mustards and mustard dips, ice cream sauces, cocoa and coffee powders, New Mexican salsas and seasonings, and down-home Carolina sauces.

The CD ROM is available to Wagner Gourmet Foods' customers upon request. For more information, contact Linda Patton at 910-799-9725.