



Innovative Appetizers, Legendary Seafood

FOR IMMEDIATE RELEASE

RIVERSIDE FOODS ANNOUNCES KETTLE KA\$H MERCHANDISE PROMOTION

Two Rivers, WI (December 27, 2007) — In 1961, when Julius Yauger began Riverside Foods by hand breaded lake fish, he ignited a legacy that remains today. By taking personal pride in everything they do, from developing first-class appetizers and seafood to providing extraordinary customer service, Riverside Foods continues that legacy with its newest line of Beer Battered Appetizers and Seafood...Kettle Brau™ brand featuring the unique tastes of Leinenkugel's® Beer Batter.

Whether you are socializing with friends or enjoying a relaxing time together with that special someone, Riverside Foods has an innovative appetizer or scrumptious piece of seafood to make it a party. And what better way to have a party than by mingling the unforgettable flavor of Leinenkugel's Beer Batter with quality cheeses, vegetables and seafood.

“We wanted to stick to our commitment of using as many quality Wisconsin products as possible,” said “Musky” Mike Coenen, National Sales Manager for Riverside Foods Inc. “What better way than to combine Leinenkugel's Beer Batter with Riverside Foods Inc. to make ‘Made in Wisconsin’ proud.”

In kicking off Kettle Brau, Riverside Foods is proud to announce the KETTLE KA\$H MERCHANDISE PROMOTION. For every case of Kettle Brau brand appetizers purchased, customers will receive 1 KETTLE KA\$H coupon. Save KA\$H to redeem “cool” clothing, coats, hats and mugs, all carrying the Kettle Brau logo.

So, go ahead—get in on the fun and get your new Kettle Brau brand appetizers today, start saving KA\$H and join the party!