



Beatrice Foods Co.
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Beatrice Foods Co. to Discontinue Tarasov Herbal Dressing & Sauce

PHOENIX -- After decades of exposure, the Tarasov Herbal Dressing product will be discontinued. Beatrice Foods has decided that, through many marketing, and sales exposures of this tremendous product, it is the lack of economies of scale that has brought about this decision.

DeWitt Hoopes, President of Beatrice Foods Co. said, "My good friend Art Tarasoff, creator of this great product, who passed away in 2008, was always an enthusiastic creator of formulas and recipes of various kinds, but the Tarasov Herbal Dressing & Sauce was one of his most remembered. It is sad to have to discontinue this product, and it was not an easy decision to come by. After consulting with management here at Beatrice, we decided that on the heels of spinning off Beatrice Popcorn Co., that a thorough review of our remaining food brands was needed." Mr. Hoopes went on to say that, "Beatrice Foods will still be in the foods business, though it will be distributing other brands, mainly from ConAgra Brands. At the present, the whole industry has changed over the last few years, and though we have a great products, of our own, we want to focus on our future as a company in order to survive this upcoming difficult time in our industry."

Through the Beatrice Distribution, Inc. division of Beatrice Foods Co., ConAgra Brands will be the primary focus of Beatrice's efforts to serve its customer base with quality wholesale food products.

Tarasov Herbal Dressing & Sauce will be phased out on March 31st 2020, and all remaining product will be either sold off or donated.

About Beatrice Foods

Beatrice Foods Co. (www.beatriceco.com/), with a reputation that dates back to 1894, manufactures Classy Crisps Gourmet Popped Corn, and Tarasov Herbal Dressing & Sauce. Beatrice Foods Co. is renowned for our unique and high quality food products. Through our Beatrice Distribution Division, we distribute ConAgra Brands food products for food service customers, and certain retail, as well charitable organizations.