



B&G Foods, Inc.

Quality Foods Since 1889

B&G Foods Donates Food to Victims of Haiti Earthquake

— Partners with Stop Hunger Now to transport and distribute food —

Parsippany, N.J., January 22, 2010 – B&G Foods, Inc. (NYSE: BGS), a manufacturer and distributor of high quality, shelf-stable foods, announced today the donation of approximately \$160,000 of its Underwood canned meat and chicken products to be distributed to victims of the Haiti earthquake.

B&G Foods is partnering with international hunger relief agency Stop Hunger Now to provide aid to the people of Haiti. Through strategic partnerships with marine shipping companies, organizations on the ground in Haiti, and the U.S. Agency for International Development (USAID), Stop Hunger Now has the resources to transport and distribute food and provisions through the affected areas of the country, particularly Port-au-Prince.

In consulting with Stop Hunger Now, B&G Foods determined that Underwood Meat Spreads would be the most suitable product from its portfolio of brands to provide. The pre-cooked meat spreads are high in nutritional value and have an easy to open pop-top can.

David L. Wenner, President and Chief Executive Officer of B&G Foods stated, “Our hearts go out to all of those that have been impacted by this great tragedy. The people of Haiti need the help of their neighbors more than ever, and we are fortunate to be in a position to play a direct role in providing nutritious food to those in need. Stop Hunger Now has played a large role in ongoing hunger relief efforts in Haiti over the past eleven years and has been a great partner in helping us coordinate this donation in a timely and efficient manner.”

For information about helping in the Haiti recovery efforts please contact Stop Hunger Now at 919-839-0689 or visit www.stophungernow.org.

About Underwood Meat Spreads

Underwood Meat Spreads are an American tradition. The Underwood story began more than 180 years ago when an Englishman, by the name of William Underwood, set up a condiment business on Boston’s Russia Wharf. By 1836, Underwood shifted his packing from glass to steel cans because glassmakers in the Boston area could not keep up with demand. William Underwood is credited with establishing the canning industry in America.

Around 1868, Underwood’s sons experimented with a new product created from ground ham blended with special seasonings. They dubbed the seasoning process “devilizing,” and the Underwood red devil was born. Underwood holds what is believed to be the oldest food trademark still in continuous use in the United States.

Today, Underwood continues its long tradition of quality goods. Made at B&G Foods’ historic B&M Baked Beans facility in Portland, Maine, from premium meats and natural spices, Underwood is great for quick and tasty sandwiches, snacks and party dips. Along with its traditional Deviled Ham, Underwood’s line of meat spreads includes Chicken, Liverwurst and Roast Beef.

For more information on Underwood products, please visit www.underwoodspreads.com.

Underwood...it’s Devilicious®!

About B&G Foods, Inc.

B&G Foods and its subsidiaries manufacture, sell and distribute a diversified portfolio of high-quality, shelf-stable foods across the United States, Canada and Puerto Rico. B&G Foods' products include hot cereals, fruit spreads, canned meats and beans, spices, seasonings, marinades, hot sauces, wine vinegar, maple syrup, molasses, salad dressings, Mexican-style sauces, taco shells and kits, salsas, pickles, peppers and other specialty food products. B&G Foods competes in the retail grocery, food service, specialty, private label, club and mass merchandiser channels of distribution. Based in Parsippany, New Jersey, B&G Foods' products are marketed under many recognized brands, including *Ac'cent*, *B&G*, *B&M*, *Brer Rabbit*, *Cream of Rice*, *Cream of Wheat*, *Emeril's*, *Grandma's Molasses*, *Joan of Arc*, *Las Palmas*, *Maple Grove Farms of Vermont*, *Ortega*, *Polaner*, *Red Devil*, *Regina*, *Sa-són*, *Trappey's*, *Underwood*, *Vermont Maid* and *Wright's*. For more information on B&G Foods, please visit www.bgfoods.com.

About Stop Hunger Now

Stop Hunger Now is an international hunger relief organization that coordinates the distribution of food and other life-saving aid around the world. The organization is driven by a vision to end world hunger in our lifetime and a mission to provide food and life-saving aid to the world's most destitute and hungry in the most sustainable, efficient and effective manner. Stop Hunger Now's meal packaging program provides volunteers the opportunity to package dehydrated, high protein, and highly nutritious meals that are used in crisis situations and in school feeding programs for schools and orphanages in developing countries around the world. In its efforts to respond to emergency needs around the world Stop Hunger Now receives and distributes significant donations of in-kind aid. These donations are large quantities of food, medicines, medical supplies and other such items as may be of use in fighting hunger and providing relief in a crisis.

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