

THANK YOU

COASTAL YPN PREMIER PARTNER SPOTLIGHT



At Sargento they characterize their corporate family culture as People, Pride & Progress – 20 key principles that guide how they treat each other and their stakeholders. Their stakeholders includes not only the family owners, but also fellow employees, suppliers, customers and communities. In their Statement of Values & Purpose, they define the vision and mission of their company. Their Statement of Business & Personal Ethics explains the framework under which they conduct business and accomplish these objectives.

When Leonard Gentine Sr. founded Sargento in 1953, he also laid the foundation for a corporate culture that defines how they interact with others. They have many outstanding achievements to be proud of, including many innovations in the cheese and snack industries. Yet, if you ask their stakeholders what is special about Sargento, you are likely to receive a response that is a reflection of their culture rather than a definition of their products or processes.

Leonard taught his employees and his children that success was contingent upon working with good people and treating them the way you would like to be treated – with trust, honesty, and fairness. For example, for Sargento to foster creativity, it should be an enjoyable place to work. To help employees achieve balance in life, Sargento must encourage employees' participation with their families, churches, and community activities.

At Sargento, they believe that their past successes and future vision are closely linked with key principles and values which they call the Sargento corporate culture. It is an intangible strength that attracts talented employees and keeps them here. Their culture can infuse enthusiasm and create a unique loyalty to the company and each other. That is why they have invested considerable time in defining their culture, and why they ask employees to help them maintain and enhance the Sargento spirit. This is how they will continue Leonard's legacy and become an even greater company without losing sight of the principles and values that guided Leonard and should guide their actions every day. It can be summed up in three words that explain their corporate priorities: People, Pride & Progress.

20 Key Principles of People, Pride & Progress at Sargento:

Ethics	Sense of Ownership
Trust	Recognition
Balance in Life	Community Outreach
Employee Equality	Fair Compensation
Creativity	Career and Personal Development
Humor and Fun	Customer Focus
Accountability	Innovation
Excellence	Risk-Taking
Effective Communication	Profitability and Growth
Mutual Support	Enlightened Leadership