



SCHWAN'S HOME SERVICE  
**FREE FOOD**  
GIVEAWAY



FOR IMMEDIATE RELEASE  
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## Schwan's Home Service starts *Free Food* giveaway for first 500,000 new customers

*Largest giveaway of restaurant-quality food allows consumers  
to order one \$10 or less item for free, delivered to their home at no charge*

**WHAT:** [Free Food giveaway](#). New consumers (those who have not been Schwan's® customers within the last 14 weeks and live on an existing company route) can try any single Schwan's® food item priced at \$10 or less for free. Schwan's Home Service will deliver the food at no charge to the customer's door.

**WHO:** Schwan's Home Service, America's largest home food delivery service and a subsidiary of The Schwan Food Company, has nearly 500 sales and distribution centers in the United States and offers more than 400 products. Founded in 1952, Schwan's is located in Marshall, Minn.

**WHEN:** Starts Aug. 1, 2009. Ends Oct. 31, 2009.

**WHERE:** Go to [www.schwans.com/free](http://www.schwans.com/free) for full details and to order food. Featured in September 2009 ads in publications like *Better Homes and Gardens*, *Family Circle*, *Ladies Home Journal* and *Parents*.

**WHY:** As more people eat out less and prepare more meals at home in the current economy, Schwan's Home Service provides consumers a free way to try the largest home food delivery service in the country. Customers can get restaurant-quality food delivered to their door. They receive a convenient answer to what can be the most pressing question of a busy day: What's for dinner and who's going to make it?

Started originally as an ice cream company when Marvin Schwan delivered 14 gallons of homemade ice cream to rural families in Minnesota using his Dodge panel van, Schwan's Home Service today serves more than ice cream. The company creates frozen meals, sides, sauces and desserts of all kinds, delivered by friendly, professional Customer Service Managers – many of whom have developed important relationships with families as their mealtime concierge.

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