

# PLYMOUTH ARTS CENTER

## Mural: The History of Sargento

During the summer in late June of 2011, a total of 160 artists from around the world created 21 murals in downtown Plymouth over the course of 4 days - bringing the total number of murals in our town to 24. These murals added to our existing murals, Interurban Car 26 on Sarah's Garden, the Cream of Wheat Flour mural on the Plymouth Historical Society and the 1942 Cheesemaking mural located inside the Plymouth Post Office. In the summer of 2012, a new mural was painted on the building at 110 E. Mill Street, on the Salvation Army building. It depicts the Pfeifer Drug Store, original building was recently razed. Each mural captures the nostalgia and historic significance of Plymouth's rich business history. While following Walldogs traditions, these modern mural artists have also adopted many other traditions that show in their work. Make Plymouth one of your Arts and Mural Destinations as you travel the United States of America.

The mural painted on the west side of the Plymouth Arts Center depicts of the history of Sargento. Artist Ray Guzman was the lead artist on the Sargento History Mural.

About the Artist: Ray Guzman owns and operates Hoboken Sign/BrainWaze Studio in Hoboken, N.J. Born in the Bronx, N.Y., Ray was nurtured in the rhythm of urban culture, the roar of Yankee Stadium, the rumble of the elevated subway tracks and the green oasis of the Bronx Zoo and Botanical Gardens. Possessing an innate eye and appreciation for city and country landscapes, Ray is a gifted painter who poetically captures Zen-like tranquility in urban rooftop vistas and breathes nostalgic life into rusting vehicle and tractor carcasses within the serenity of a bucolic countryside. Hoboken Sign/ BrainWaze has won numerous and prestigious awards for his design and work. The physical immersion and God-given joy in the act of painting is life-affirming for Ray. The power of that connection is both earthly and heavenly, terra firma and sky and the life journey in between. The yin and yang of life is what connects each of us to our inner core of warm memories, of times past and treasured, and to our central dreams. Through mind, body and spirit, viewers and collectors of Ray's paintings respond to the comfort and timeless presence his paintings instill in them.

Ray was the first "Walldogger" to appear on the cover of the "The Sign of the Times" magazine, in December 1993. He was painting the Coca Cola mural at "The First Walldog Event" hosted by Nancy and Dan Bennett in Allerton, Iowa. As a fine artist, I was most recently accepted into the National Watercolor Society for "Coffee Cup Tow Truck", featured in the Walldog Museum in Pontiac, IL. Ray's accomplishment and credentials are worth noting: Most recently noted: Re-designing the identity and branding for Carlo's Bakery, now known as "The Cake Boss" on the TLC cable network. United States Sign Council Competition: 1st Place Logo Design - Multi-media applications for O'Connell's Restaurant 2009 Signs of The Times International Design Competition: 1st Place for Widow McShea Public House 1992; 2nd, 3rd, 4th and 5th in assorted design categories 1993 and 1995. Signs of The Times International Electric Sign Design Competition, 2nd Place with Distinction for Ponte's Restaurant 1996. First small commercial sign design business to ever win a major place in this prestigious electric sign

competition. Hoboken Historic Preservation Heritage Awards: 1989, 1991, 1999, 2000, and 2004. Kentucky Colonel Award, July 5, 1995, joining the ranks of Sir Winston Churchill, Bing Crosby and John Glenn, Ray received the highest honor awarded by the state of Kentucky: KENTUCKY COLONEL for service and leadership for the design and fabrication of a 12 ft x 32 ft mural celebrating the history of the blues for the yearly Blues Festival at Kenlake, awarded by the governor of Kentucky. Men Against Breast Cancer - Cancer Advocate and Caregiver: Member, Men Against Breast Cancer. Working to promote the cause of the caregiver (40% of caregivers in the United States are men). Ray has appeared with Steve Adubato, Caucus NJ for Breast Cancer Awareness Week. Worked with Susan G. Komen of North Jersey affiliate and Renata Guzman raising funds for women with no health care coverage in New Jersey; Renase, a local cancer advocacy group for undocumented women. Ray has committed a percentage of the sale of his paintings to benefit Men Against Breast Cancer. (mabc.org) Rayguzmanstudios.com

**ABOUT SARGENTO FOODS:** In the late 1870s, Plymouth had become known as the center of Wisconsin's emerging dairy industry. Many prominent European cheese masters came to this small picturesque German community between Chicago and Green Bay because they had heard of the abundance and richness of Wisconsin produced milk.

In 1949, Leonard Gentine Sr. launched the Plymouth Cheese Counter, a deli and mail order gift house from a small retail shop in Plymouth. Gentine's business acumen, interest in cheese and Plymouth's tourist industry combined to make his new venture a great success. While operating the Plymouth Cheese Counter, he observed frequent repeat orders for smaller-sized packaged Italian cheeses. At the time, retail stores sold cheese only in larger, bulk sizes.

Within four short years, it became apparent that the only way to satisfy the consumer's ever-growing demand for old-world quality cheeses was to establish a new cheese company. Sargento Cheese Co. Inc. was formed with the partnership of Joseph Sartori and Gentine, a blending of their surnames creating the new brand's name (Sartori later sold his interest in Sargento to the Gentine family and continued his own cheesemaking business.) With only a handful of products in 1953, Sargento capitalized on the demand for individually sized Italian-style products, selling packaged Mozzarella, Parmesan, Provolone and Romano cheeses.

As consumers expressed added interest in convenience products, Sargento expanded the number of cheese varieties sold, and was the first company to introduce shredded and sliced natural cheeses. A crumbled blue cheese was also developed in response to increased demand for blue cheese in salad dressings. Sargento was also the first company to market blends of shredded cheese, such as pizza, taco and a line of "Bistro Blend" shredded cheeses.

In addition to new cheese products, Sargento has spearheaded other important marketing innovations. The company introduced a unique merchandising program that changed retail dairy sales displays forever. The peg-bar system displays packaged cheese at eye level, within easy reach of the consumer. Following its introduction, retailers experienced significant sales increases, and today supermarkets across the country continue to use this merchandising program.

Since July 1986, popular-sized packages of Sargento shredded cheese have included press-to-close packaging, making Sargento the first cheese marketer to include this resealable packaging feature on perishable products. In 1989, Sargento was again the first food company to incorporate the easy-open feature on resealable packages, and in 2001 introduced the first inline-applied Slide Rite zippered packaging on many shredded and snack products.

Lou Gentine was appointed CEO in 1981 and upon Leonard's death in 1996 assumed the additional role of Chairman. Lee Gentine, who served as President of the Consumer Products Division from 1989 to 1997 when he left to pursue an interest in local real estate development. Larry Gentine served as president of the Food Service Division from 1984 until his retirement in 2004. Both Lee and Larry remain active on the Sargento Board of Directors.

Sargento maintains its headquarters and a production facility in Plymouth, Wis.; other Sargento plants are located in Hilbert and Kiel, with a technical center in Elkhart Lake. In 2008, Sargento acquired Portionables, a company specializing in the production of high-quality individually quick-frozen sauces, with facilities in Bellingham, Wash., and North Sioux City, S.D.

Sargento Foods Inc. remains family owned and is one of the largest privately held cheese companies in the United States, employing more than 1,400 people. Sargento provides its customers with hundreds of different varieties and forms of cheese, cheese products, cheese ingredients for other food processors, appetizers and snack foods.