

For Immediate Release

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The C.F. Sauer Company Announces Conrad Frederick Sauer III Has Passed Away

May 16, 2011 – Richmond, VA - Conrad Frederick Sauer III passed away May 14, 2011 in Richmond, Virginia. Connie was born on November 21, 1923. He graduated from St. Christopher's School and was a Virginia Military Institute Keydet until December 7, 1941, when he enlisted in the Army and was sent to Camp Claiborne, Louisiana for basic training. He was assigned to the 84th Infantry Division. He was wounded on December 24, 1944 in Ardennes during the Battle of the Bulge for which he received The Purple Heart. He was honorably discharged in 1945, returned to Richmond and graduated from the University of Richmond with a business degree. He was a member of the Commonwealth Club and the Country Club of Virginia.

On August 21, 1948, he married Barbara Bain Boyd of Honea Path, South Carolina. They had five sons, Conrad F. Sauer IV (Tricia), Bradford B. Sauer (Janet), Mark A. Sauer (Vicki), R. Tyler Sauer (Christy) and Matthew P. Sauer.

After the death of his father in 1954, Connie became president of The C.F. Sauer Company. During his tenure, Connie significantly expanded the company's holdings. He increased the capacity of its manufacturing plants in Greenville, SC and Richmond, VA, started a separate Food Service division as well as a Real Estate Division and made a number of acquisitions such as Metrolina Plastics to manufacture its own spice bottles and caps, C&T Oil Refinery in North Carolina for its growing vegetable oil business, Dean Foods to expand the Food Service offerings, a distribution center in Orlando, Florida, a Barbecue Sauce brand which was rebranded Sauer's and Pleasants Hardware, Inc. of Richmond, in order to diversify the company's operations. Connie led the company through tremendous growth, increasing the number of employees from 100 to 600 and he was a stalwart member of the Richmond business community. Mr. Sauer held this position until 1993 when he retired at age 70. At that time, the Board of Directors elected him Chairman.

He is survived by his wife Barbara, his brother Tremaine, his four sons, Conrad, Brad, Mark and Tyler and eleven grandchildren and one great grandson. His brother David and his son Matt predeceased him.

Connie had many hobbies, but his true devotion was to his country, his company, his family, his employees and the outdoors.

The family will receive friends at Bliley's funeral Home at 3801 Augusta Avenue, Richmond, VA from 5-7 pm Tuesday, May 17. A memorial service will be held at Bliley's Funeral Home on Wednesday, May 18 at 12:00 p.m.

In lieu of flowers, memorial donations may be made to Virginia Military Institute, South Carolina Department of Inland Game and Fisheries and St. Christopher's School.

About The C.F. Sauer Company

Founded in 1887 by 21-year-old Conrad Frederick Sauer, The C.F. Sauer Company produces quality flavorings, spices, sauces and condiments, including Sauer's line of herbs, spices, mixes, flavorings and extracts, Duke's Mayonnaise, BAMA Mayonnaise, and The Spice Hunter gourmet spices, blends and all natural soups in a cup. The company is owned and managed by members of the Sauer family. For more information, visit www.cfsauer.com.

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