

foods for the way we live

2015 Investor Day

Hormel Foods

Foodservice

Deanna Brady
Group Vice President

Foodservice at Hormel Foods



Foodservice Mission Statement

To be the premier supplier of products, service and usage ideas to all facets of the food away from home market.

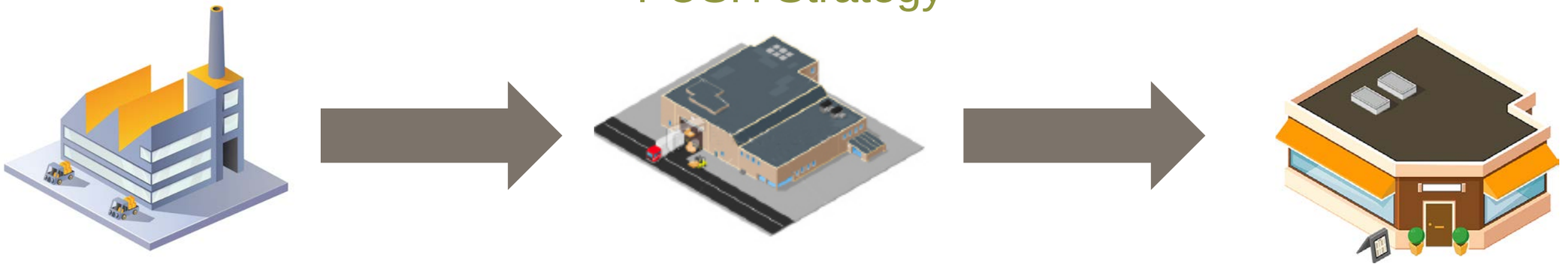




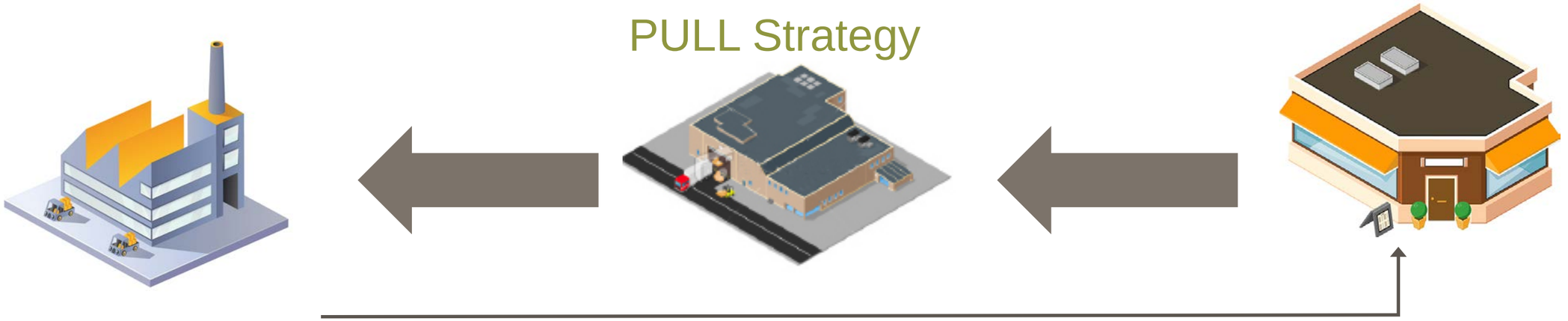



How We Got to Market

PUSH Strategy



PULL Strategy



Direct contact with the decision maker

Foodservice Dynamics















Foodservice Trends



Authentic Food



Protein Power



On-the-Go



Versatility



Right People





Right People





Right People

National Account Team



Right People





Hormel BACON 1 PERFECTLY COOKED BACON ™

Chick-fil-A®

STARBUCKS COFFEE®

Right Solutions



Unique Customer Programs

INFRONTOFTHEFUTURE
COLLEGE & UNIVERSITIES

INFRONTOFTHEFUTURE
HEALTHCARE

CULINARY ENRICHMENT AND INNOVATION PROGRAM
CEIP









Right Partners

Good things come from Sysco™

US. FOODS™
KEEPING KITCHENS COOKING.™

Reinhart FoodService®

Hormel Foods

Gordon® FOOD SERVICE

UNIPRO FOODSERVICE, Inc.
Unified Professionals In Distribution

Shamrock Foods
DELIVERING SATISFACTION



Right Partners



Healthcare

College & University

Convenience

Hotels

Restaurants

2.5% **Real Industry Growth**

Focus Segments

Innovation

Hormel BACON 1 PERFECTLY COOKED BACON™

Hormel FIRE BRAISED MEATS

Hormel fuse burger

High Growth Brands

café h®

Austin Blues BAR•B•QUE

Old Smokehouse PECANWOOD•SMOKED PREMIUM BACON Hormel Foods







Cultural Beliefs





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