

foods for the way we live

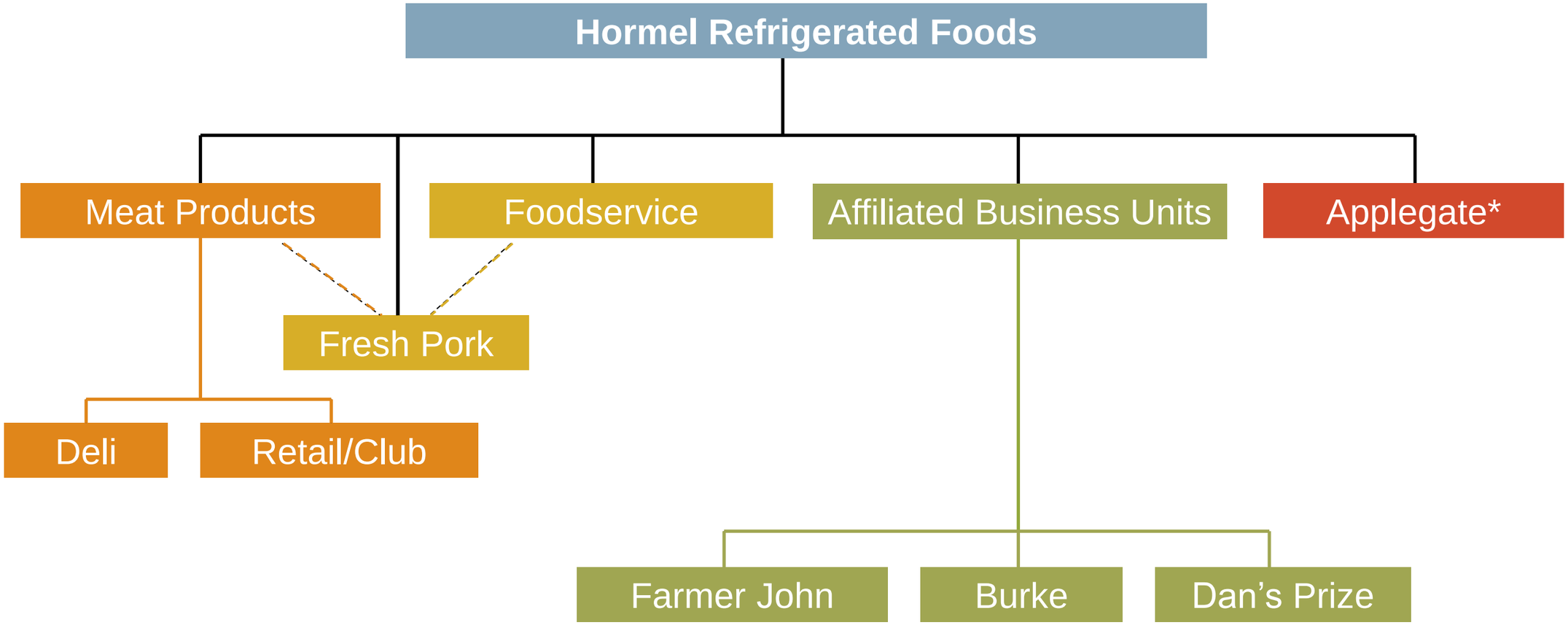
2015 Investor Day

Hormel Foods

Refrigerated Foods

Tom Day
Group Vice President

Refrigerated Foods



*Expected July 2015 Closing

Refrigerated Foods Brands

MANY OF THE
Refrigerated Foods brands
HOLD THE
#1 or #2
MARKET SHARE POSITION
IN THEIR CATEGORIES

Hormel NATURAL CHOICE BRAND

Lloyd's Barbeque Co.

Hormel always tender BRAND

Hormel
Life Better Served.™

Hormel REV BRAND

Hormel cure 81 BRAND

Black Label BACON

DiLusso DELI COMPANY SINCE 1919

Hormel SIDE DISHES

Hormel SINCE 1891 PEPPERONI

Hormel SINCE 1891 Gatherings

Hormel SINCE 1891 Deli Meats PREMIUM QUALITY









Hormel Foods

Meat Products



Hormel® REV® Snack Wraps

Last 52 Weeks…

- Brand awareness = 62%
- Meeting trial and repeat rates
- 2014 pacesetters – REV #20



Hormel REV BRAND

Sustaining energy to keep you going.

FOR THOSE WHO ARE HUNGRY™

On-the-Go

Broad Consumer Appeal

Portable → **Immediate** → **Snacking**

Sustaining energy to keep you going.

FOR THOSE WHO ARE HUNGRY™

52% MALE 48% FEMALE





Commercial – Yr. 3 Creative

REV = Anyone, Anytime, Anywhere

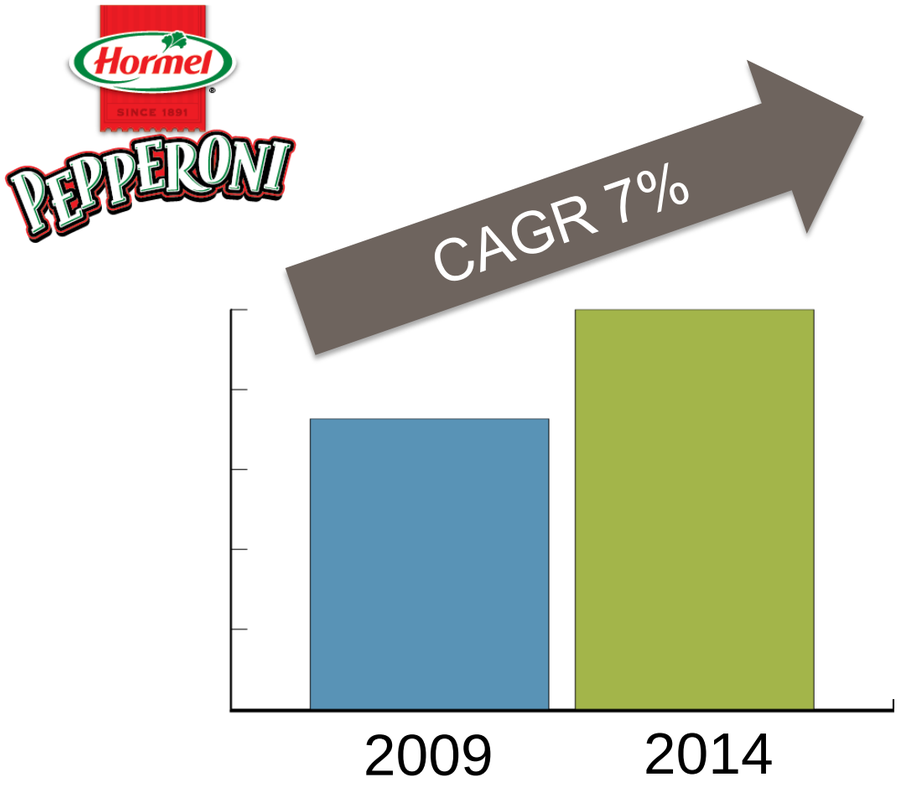
On-the-Go

Hormel® REV® Brand Support

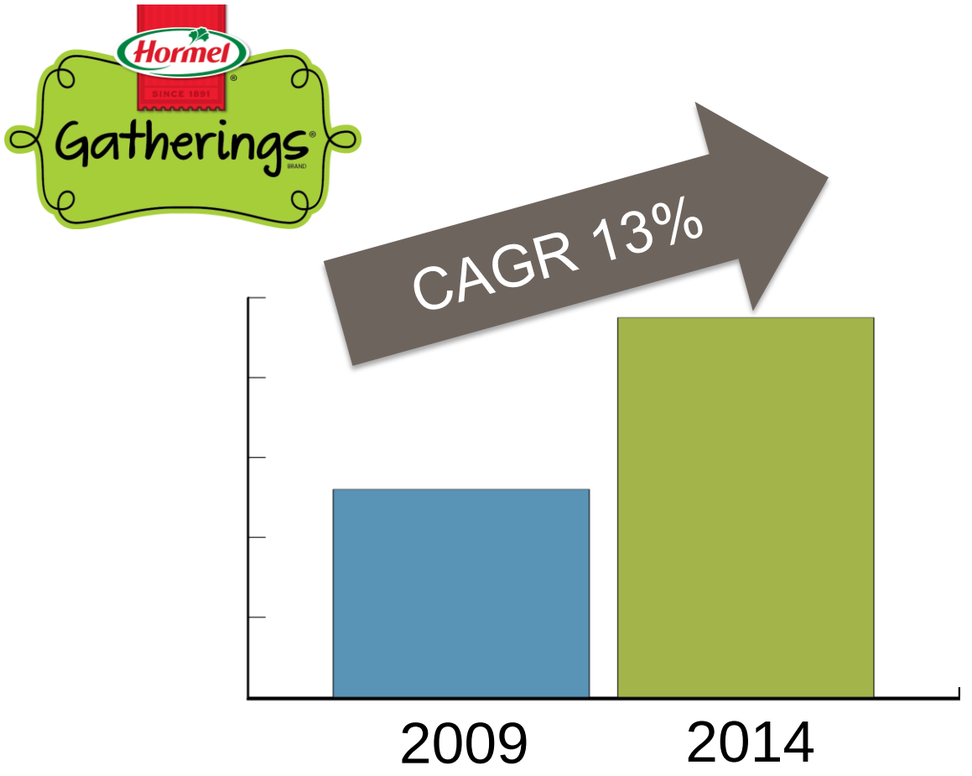


Hormel® Pepperoni and *Hormel Gatherings®* Brands

Sales



Sales



On-the-Go

Hormel Gatherings® Brand

HHP: 6%

Meeting trial and repeat rates

Gatherings Happen.









Source: 52 week IRI data ending 5/17/15

On-the-Go

Hormel Gatherings® Brand



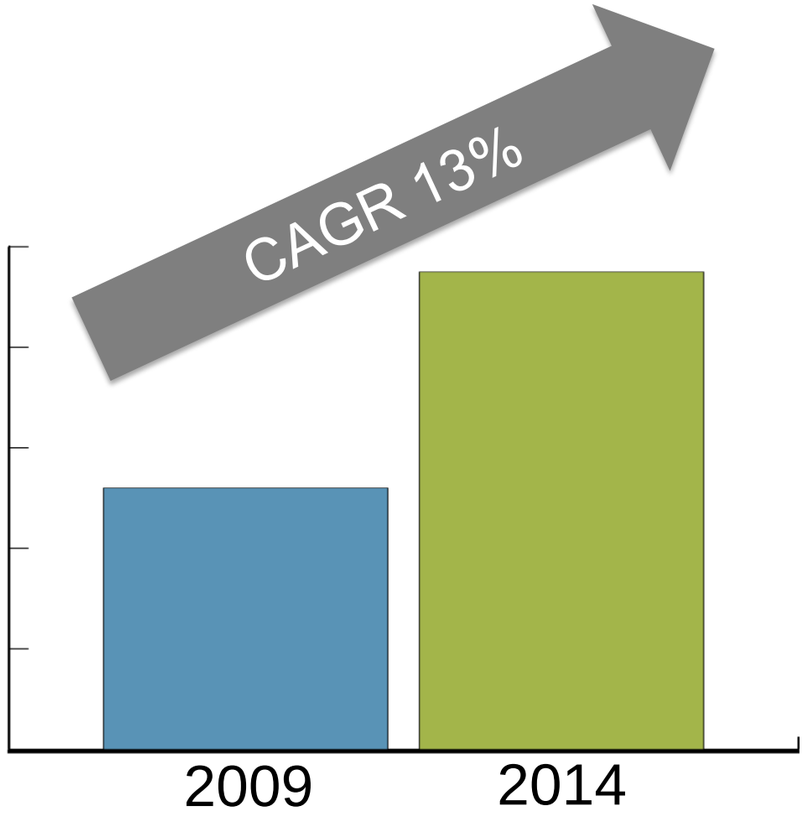
Hormel® Black Label® Bacon

Black Label® BACON

We’re as serious about bacon as you are.

BACON TO THE CORE

Sales



The Premium Set

Black Label® BACON

We’re as serious about bacon as you are.

BACON TO THE CORE



$3 billion by 2016

Innovation





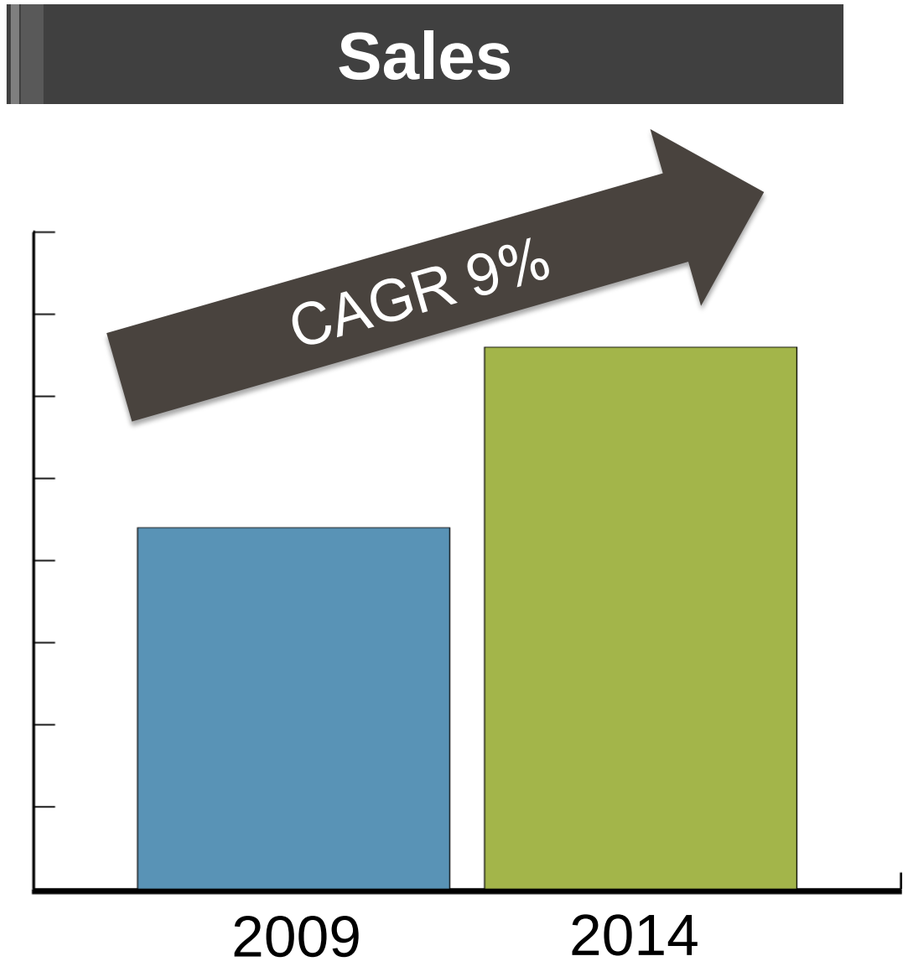


Hormel® Natural Choice® Lunch Meat

Healthy / Holistic

Everyone deserves to eat well all the time.

MAKE THE NATURAL CHOICE™



Sales growth well ahead of the category

Hormel® Natural Choice® Lunch Meat

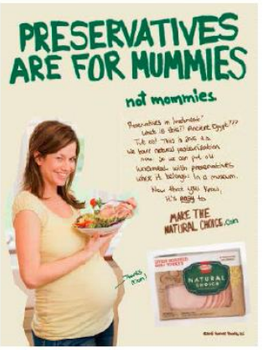
Healthy / Holistic

- ✓ **Natural**
- ✓ **Fresh**
- ✓ **Simple**











Hormel® Natural Choice® Brand Support



WELCOME



APPLEGATE®

NATURAL & ORGANIC MEATS

Hormel Foods

Healthy / Holistic

APPLEGATE®

NATURAL & ORGANIC MEATS



#1 PRODUCT CATEGORIES

ORGANIC AND NATURAL

MARKET SHARES IN

value-added proteins

70%

Natural Products

EXPANDS

our breadth of protein options

to provide

30%

CONSUMER CHOICE

Organic Products

PRODUCT DISTRIBUTION

51%

Mass Retail

ON-POINT

with

48%

PROTEIN-BASED

Natural/Specialty

Product Mix

Turkey, Pork, Chicken, Beef, & Cheese

PROADENS

OUR APPEAL

to younger and health conscious

CONSUMERS

Hormel Foods

What Comes With It?

- *Applegate* ® brand
- New Jersey based management, marketing, and sales team of ~100 employees
- Market share lead in 6 value-added categories
- Several supplier and manufacturing agreements
- Diverse farmer/grower network
- Retailer relationships in the natural and specialty channels
- Opportunities to leverage Hormel Foods relationships

APPLEGATE®
NATURAL & ORGANIC MEATS



What Changes Are Expected?

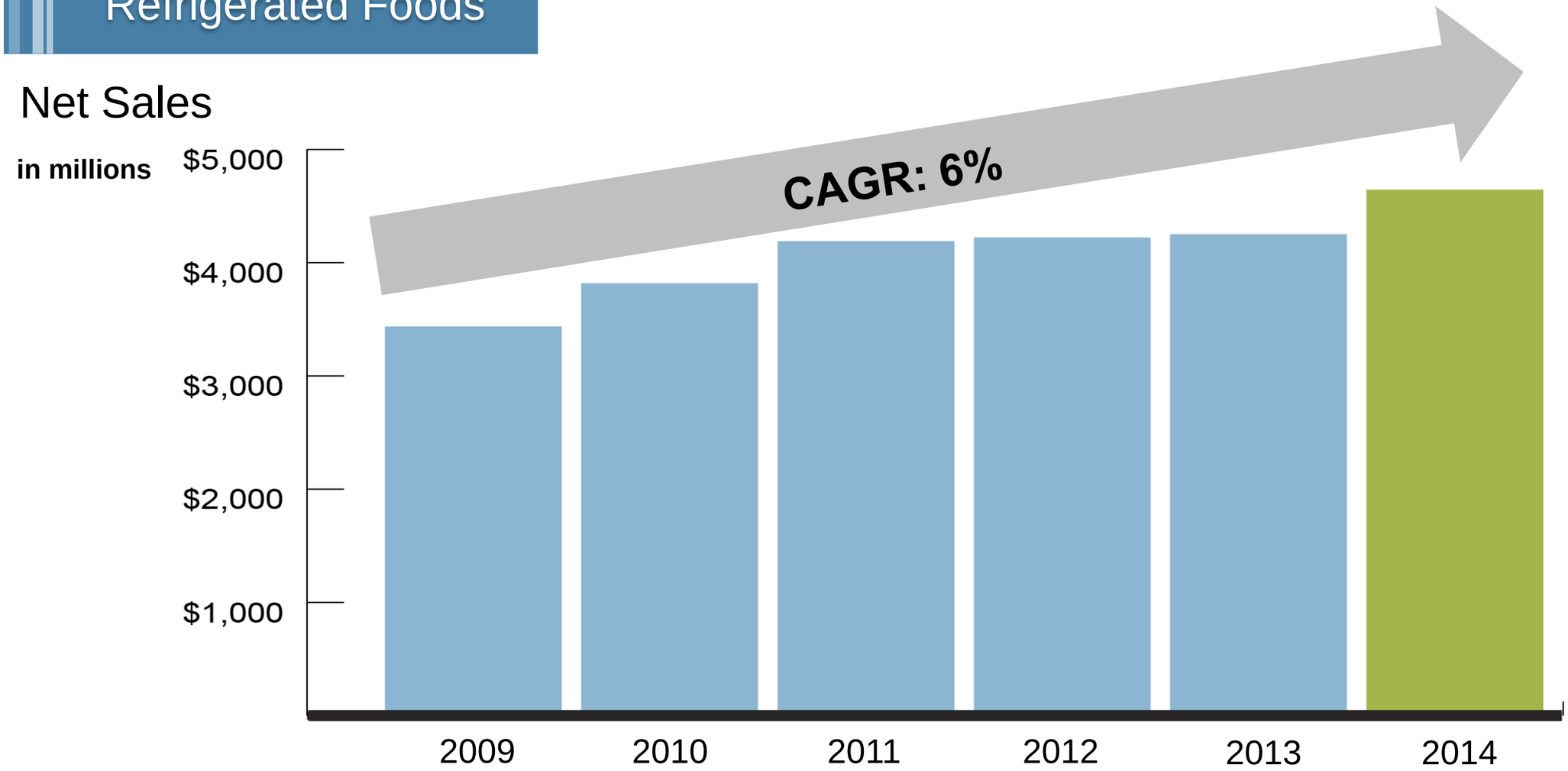
APPLEGATE®
NATURAL & ORGANIC MEATS

- Applegate will operate as a standalone subsidiary in our Refrigerated Foods division
- No changes to supply chain, product formulas, or company mission and practices

A Track Record for Growth

Refrigerated Foods

Net Sales





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