



NEWS RELEASE

A New Twist on a Classic Favorite: Introducing, **HORMEL®** Pepperoni Confetti

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For a limited time, enjoy the boldly irresistible taste of **HORMEL®** Pepperoni in a fun, new shape

AUSTIN, Minn., Oct. 10, 2024 /PRNewswire/ -- The makers of **HORMEL®** Pepperoni are excited to announce the launch of **HORMEL®** Pepperoni Confetti — a bold, innovative shape that brings even more irresistible flavor to your favorite dishes. This limited-time product is set to revolutionize pizza night and elevate snacks for every occasion.

HORMEL® Pepperoni Confetti stands out with its unique ribbon shape, designed for even distribution across a pizza and allowing for maximum pepperoni goodness in every bite. Perfect for pizzas, appetizers or even snacking right out of the bag, **HORMEL®** Pepperoni Confetti is sure to delight kids and adults alike.

"**HORMEL®** Pepperoni Confetti represents our ongoing commitment to pushing the boundaries of flavor and creativity," said Andrew McElroy, associate brand manager at Hormel Foods. "It's more than just a topping — it's a whole new experience, and we can't wait to see how consumers use it in their kitchens."

This fun and flavorful twist on pepperoni is available at select retailers for a limited time. Be sure to grab a bag of **HORMEL®** Pepperoni Confetti, and make every bite a celebration!

About the **HORMEL®** Pepperoni Brand

For more than 100 years, pepperoni has been a longstanding American favorite and a well-known specialty of Hormel Foods. Today, the **HORMEL®** Pepperoni brand is the No. 1 selling brand of pepperoni (based on latest 52-week IRI data) in the United States, thanks to its great flavor and top-quality ingredients. For more information



about the brand, including product information, recipes and where to buy, visit hormelpepperoni.com.

About Hormel Foods — Inspired People. Inspired Food.™

Hormel Foods Corporation (NYSE: HRL), based in Austin, Minnesota, is a global branded food company with over \$12 billion in annual revenue across more than 80 countries worldwide. Its brands include PLANTERS®, SKIPPY®, SPAM®, HORMEL® NATURAL CHOICE®, APPLGATE®, JUSTIN'S®, WHOLLY®, HORMEL® BLACK LABEL®, COLUMBUS®, JENNIE-O® and more than 30 other beloved brands. The company is a member of the S&P 500 Index and the S&P 500 Dividend Aristocrats, was named one of the best companies to work for by U.S. News & World Report, one of America's most responsible companies by Newsweek, recognized by TIME magazine as one of the World's Best Companies, received a perfect score of 100 on the 2023–24 Corporate Equality Index and has received numerous other awards and accolades for its corporate responsibility and community service efforts. The company lives by its purpose statement — Inspired People. Inspired Food.™ — to bring some of the world's most trusted and iconic brands to tables across the globe. For more information, visit hormelfoods.com.

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