



NEWS RELEASE

America's Most Shell-ebrated Job is Back: Bigger, Bolder and Crunchier Than Ever

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PLANTERS® Brand Seeks Road Trip-Ready Applicants for 2026 Peanutter Class

- PLANTERS® is hiring three Peanutters for 2026 to drive the iconic NUTmobile nationwide as full-time brand ambassadors starting June 2026.
- The yearlong role includes travel, media appearances, content creation, salary, benefits and stipends, offering hands-on marketing and PR experience.
- Applications are open through Feb. 14, 2026, at [BeAPeanutter.com](https://www.BeAPeanutter.com) for college grads who love travel, storytelling and fun.

AUSTIN, Minn., Jan. 29, 2026 /PRNewswire/ -- If you've never been told to "break out of your shell," this is the job for you. With over 20,000 miles driven annually and countless memories made, the PLANTERS® NUTmobile will once again hit the road in June 2026 and the PLANTERS® brand is seeking three adventurous Peanutters to go along for the ride.

Each year the NUTmobile takes to the streets to act as a rolling public relations firm on wheels, generating millions of media and social impressions along the way. Peanutters create content for social channels, delight fans and serve as brand ambassadors, storytellers and smile-makers, representing the brand in media interviews with local radio, TV and digital outlets for one fun-filled year.

Who Will Crack the Shell

The PLANTERS® brand is seeking college graduates who are strong communicators, possess charismatic

personalities, are creative content creators and colorful storytellers. Travel enthusiasts with an appetite for adventure and a love of puns are highly encouraged to apply at [BeAPeanutter.com](https://www.BeAPeanutter.com) until Feb. 14, 2026. Prospective Peanutters must submit a resume and a short video showing what they would bring to the role — creativity, humor, personality and a love of snacks are highly encouraged.

"At the PLANTERS® brand, we believe life is simply better when you add a little fun," said Patrick Horbas, director of marketing for the PLANTERS® brand. "Our Peanutters are the ultimate nutty snack squad, steering a giant 26-foot-long peanut on wheels and turning everyday moments into memorable experiences. They bring the brand to life in the most delightful way possible."

A Job That Lives Rent-Free in Your Mind – and on the Road

Forget the cubicle. Peanutters drive coast-to-coast in the iconic NUTmobile, bringing the PLANTERS® brand to life at festivals, parades, college campuses, community events and more. Last year's class of Peanutters traveled to 46 states and met more than 160,000 Americans on their journey, all while receiving an annual salary, full-time benefits, generous meal and travel stipends and real-world marketing and PR experience.

The joy ride doesn't end there either. When their year-long tour wraps, Peanutters can also apply for full-time roles at Hormel Foods.

Why People Go Nuts for This Gig

This isn't just a job — it's a once-in-a-lifetime adventure with a 26-footlong peanut as your ride. Peanutters travel the country, turn strangers into fans, attend festivals, meet people who think a giant peanut on wheels is the coolest thing they have ever seen and occasionally rub elbows with celebrities. Every day brings surprises, laughter and stories you will tell for decades. If you love travel, fun, peanuts and making people smile, this is one shell of a job.

Ready to Roll?

Think you're ab-shell-lutely perfect for the role? Apply now at [BeAPeanutter.com](https://www.BeAPeanutter.com) and get ready to go nuts.

About the PLANTERS® Brand

Founded in 1906 in Wilkes-Barre, Pennsylvania, the PLANTERS® brand has been the ultimate snacking solution for consumers for over a century with a vast portfolio of peanuts, snackable nut mixes, seeds, and so much more. No matter what you're craving — salted, unsalted, dry roasted, honey roasted, whole nuts, half nuts, peanuts, mixed nuts — PLANTERS® products have you covered. The PLANTERS® brand, which has been owned by Hormel Foods

Corporation (NYSE: HRL) since 2021, is also home to the beloved MR. PEANUT® character, who is currently touring the salty streets of America in his world-famous NUTmobile. Fans of the PLANTERS® brand can request the world's largest peanut on wheels by submitting a request at plantersnutmobile.com. For more information on all PLANTERS® products, visit planters.com.

About Hormel Foods – Inspired People. Inspired Food.™

Hormel Foods Corporation, based in Austin, Minnesota, is a global branded food company with approximately \$12 billion in annual revenue. Its brands include PLANTERS®, SKIPPY®, SPAM®, HORMEL® NATURAL CHOICE®, APPLGATE®, 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 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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