



NEWS RELEASE

# As Consumer Cravings Heat Up, The Makers of HORMEL® Pepperoni Unveil Two Bold New Flavors: Jalapeño and Dill Pickle

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Two all-new taste experiences reimagine how fans enjoy their favorite pepperoni

AUSTIN, Minn., Aug. 12, 2025 /PRNewswire/ -- As consumers continue to seek out bold, adventurous flavors and new ways to elevate everyday eating occasions, the makers of HORMEL® Pepperoni are answering the call with two exciting new additions to its category-defining lineup: HORMEL® Pepperoni with Jalapeño and HORMEL® Pepperoni Dill Pickle Flavored. These bold new flavors are made for today's food lovers — those who crave a little extra excitement in every bite.

With nearly half of U.S. consumers actively seeking elevated taste experiences<sup>1</sup>, and with pickle- and jalapeño-inspired foods surging in popularity, these all-new pepperoni varieties reflect the bold, craveable flavors that are capturing consumer attention across both meal and snack-time occasions. Jalapeño continues to gain traction amid growing consumer demand for bolder, spicier flavors. Dill pickle has also captured consumer attention, with 65% expressing interest in pickle-forward offerings<sup>2</sup>.

These bold new flavor additions from the HORMEL® Pepperoni brand reimagine a classic favorite — great on pizza, layered in sandwiches, stacked on a charcuterie board, or enjoyed straight from the package — with trending flavors to match.

"Our fans have been asking for something new and exciting, and we're thrilled to deliver with two new flavors that we know people are craving," said Andrew McElroy, HORMEL® Pepperoni brand manager. "Whether you're chasing

heat or looking for that tangy zing, these new pepperoni varieties bring fresh personality to the pepperoni category."

Crafted with high-quality ingredients and designed for flavor seekers, HORMEL® Pepperoni with Jalapeño delivers a bold, spicy kick, while HORMEL® Pepperoni Dill Pickle Flavored offers a tangy, craveable twist. Both are ideal for consumers looking to spice up snack time or add a punch of personality to pizza night.

HORMEL® Jalapeño and Dill Pickle Pepperoni are now available at major grocery retailers nationwide and online. To learn more, find recipes or locate a store near you, visit [hormelpepperoni.com](https://hormelpepperoni.com).

1. Mintel, Flavors to Watch in 2025.
2. Datassential, The World of Savory Flavors, March 2024.

### 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](https://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 approximately \$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 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](https://hormelfoods.com).

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Contact:

Media Relations  
Hormel Foods  
[media@hormel.com](mailto:media@hormel.com)

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