



NEWS RELEASE

HORMEL® BLACK LABEL® Bacon Introduces HORMEL® BLACK LABEL® Portion Pack Bacon

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New perfectly portioned servings give bacon lovers more freedom to enjoy premium bacon whenever the craving strikes

Key highlights

- **Perfectly portioned:** Individual perforated sections contain four slices each (12 slices total), making it easy to prepare only what you need while keeping the remaining bacon fresh.
- **Designed for everyday moments:** Ideal for solo meals, smaller households, flexible schedules, recipe ingredients and "just for me" moments, making it easy to enjoy just the right amount of bacon, whenever you need it.
- **Premium bacon made flexible:** Delivers the same premium HORMEL® BLACK LABEL® Original Bacon people know and love in a first-of-its-kind portioned package.

AUSTIN, Minn., Oct. 22, 2026 /PRNewswire/ -- HORMEL® BLACK LABEL® Bacon is introducing a new way for bacon lovers to enjoy the premium bacon they crave with the launch of HORMEL® BLACK LABEL® Portion Pack Bacon. Featuring individually perforated portions, the new package gives people the flexibility to prepare exactly the amount of bacon they want while keeping the remaining portions fresh for another occasion.

Bacon lovers want the flexibility to enjoy their favorite foods whenever and however they want. HORMEL® BLACK LABEL® Portion Pack Bacon makes it easier, offering premium bacon in a convenient format that delivers just the right amount for every occasion—with less waste.

"Bacon has always been a food people crave, but the way people enjoy it continues to evolve," said Aly Sill, senior brand manager for the **HORMEL® BLACK LABEL®** Bacon brand. "With **HORMEL® BLACK LABEL®** Portion Pack Bacon, people can enjoy the bacon they love in a way that fits their lives. This innovative package makes it easier to enjoy bacon on their terms, whether it's a quick breakfast, a meal for one, a weekend brunch or simply a moment worth savoring."

Featuring three individually perforated sections with four slices of bacon per section, **HORMEL® BLACK LABEL®** Portion Pack Bacon makes it easy to separate portions before opening, prepare the desired amount and keep the remaining bacon fresh until it is ready to be enjoyed. The product features the same premium **HORMEL® BLACK LABEL®** Original Bacon that bacon lovers know and love.

Whether cooking a weekday breakfast, making a quick meal, enhancing a recipe, entertaining friends or answering a bacon craving, **HORMEL® BLACK LABEL®** Portion Pack Bacon delivers convenient, perfectly portioned servings for the way people enjoy bacon today.

HORMEL® BLACK LABEL® Portion Pack Bacon is now available in 12 oz. packages at select Walmart, Meijer and Albertsons locations with a suggested retail price of \$5.97-\$6.97. For more information, including recipes, nutritional information and where to buy, visit **www.blacklabelbacon.com**.

About the **HORMEL® BLACK LABEL®** Brand

Bacon plays a larger-than-life role in consumers' lives. It's more than food. It's a symbol, a feeling, an experience. That's what the makers of the **HORMEL® BLACK LABEL®** brand believe. First established in 1963, the **HORMEL® BLACK LABEL®** brand is the fastest-growing bacon brand in America and continues to push the bacon world forward, offering a portfolio of flavor-forward products that no other brand can match. For more information on all **HORMEL® BLACK LABEL®** products, including nutritional information, recipes and where to buy, visit **blacklabelbacon.com**.

About Hormel Foods

Hormel Foods Corporation, based in Austin, Minnesota, is a global branded food company with over \$12 billion in annual revenue. Its brands include **PLANTERS®**, **SKIPPY®**, **SPAM®**, **HORMEL® NATURAL CHOICE®**, **APPLEGATE®**, **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 and one of America's most responsible companies by Newsweek, was 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. For more information, visit **hormelfoods.com**.

Frequently Asked Questions

What is Hormel® Black Label® Portion Pack Bacon?

Hormel® Black Label® Portion Pack Bacon features the same premium Hormel® Black Label® Original Bacon people know and love in an innovative package with individually perforated portions.

How is Hormel® Black Label® Portion Pack Bacon different from traditional bacon packaging?

Hormel® Black Label® Portion Pack Bacon features three individually perforated sections with four slices of bacon per section, allowing people to separate portions and prepare what they need while keeping the remaining bacon fresh for later.

Why should people choose Hormel® Black Label® Portion Pack Bacon?

Hormel® Black Label® Portion Pack Bacon gives bacon lovers more flexibility to enjoy premium bacon whenever the craving strikes, whether for a quick meal, a personal bacon moment or an everyday recipe.

Who is Hormel® Black Label® Portion Pack Bacon designed for?

Hormel® Black Label® Portion Pack Bacon is ideal for people looking for a convenient way to enjoy premium bacon, including those cooking for themselves, smaller households and anyone looking for flexible meal options.

Where can people purchase Hormel® Black Label® Portion Pack Bacon?

Hormel® Black Label® Portion Pack Bacon is now available in 12 oz. packages at select Walmart, Meijer and Albertsons locations.

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