



NEWS RELEASE

HORMEL® PEPPERONI IS SPREADING THE LOVE THIS VALENTINE'S DAY WITH LIMITED EDITION HEART-TO-HEART PIZZA KITS

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The first come first serve kits feature the brand's first-ever heart-shaped pepperonis and everything you need to satisfy a romantic's taste for love

AUSTIN, Minn., Feb. 4, 2025 /PRNewswire/ -- Roses are red, and pepperonis are too; this Valentine's Day, the makers of HORMEL® Pepperoni are bringing dinner to you. For the first time ever, the makers of HORMEL® Pepperoni are releasing limited edition Heart-to-Heart kits, the ultimate at-home Valentine's Day pizza kit with every ingredient needed to celebrate accordingly, featuring limited-edition heart shaped pepperoni.

Enjoying good food is our love language, that's why this Valentine's Day, the makers of HORMEL® Pepperoni are helping consumers feel closer to loved ones near and far with the holiday's most popular* meal, pizza! The HORMEL® Pepperoni Heart-to-Heart kits help share the love with a customized message for your loved one, along with the first ever heart-shaped pepperoni from HORMEL® Pepperoni to create any pizza lover's ultimate Valentine's Day dinner.

No partner? No problem! Customize a Heart-to-Heart kit for friends or family as they enjoy a seasonal spin on pizza night with the sweetest shape in sliced meats. Consumers who receive a Heart-to-Heart kit will receive everything they need to make pizza at home (besides an oven!) and, of course, plenty of HORMEL® heart-shaped pepperoni.

"Valentine's Day is a great opportunity to show our loved ones that we care, and what better way to do that than everyone's favorite love language: pizza," said Andrew McElroy, associate brand manager at Hormel Foods. "That's

why we created our limited-edition Heart-to Heart kits. Whether your loved one lives nearby or across the country, **HORMEL®** Pepperoni heart-shaped slices are sure to elevate any Valentine's Day pizza night or seasonal charcuterie board."

Fans can submit their personalized message of love by visiting hormelheart-to-heart.com beginning February 4, 2025, to enter for a chance to send a Heart-to-Heart kit to their loved one while supplies last. Kits will be released daily through February 11, 2025, for multiple chances to share the love with your Valentine.

*according to a [2020 Instacart survey](#)

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 Circana) 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, 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®**, **APPLEGATE®**, **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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