



NEWS RELEASE

# HORMEL® Pepperoni Launches 'Pepperoni Insurance' Just in Time for National Pepperoni Pizza Day

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To celebrate the most delicious day of the year, 10,000 free packs of HORMEL® Pepperoni are up for grabs to help pizza lovers protect their pie

AUSTIN, Minn., Sept. 9, 2025 /PRNewswire/ -- From sneaky snackers to missing slices, pizza lovers know the pain of pepperoni poaching. That's why this National Pepperoni Pizza Day, Saturday, Sept. 20, HORMEL® pepperoni — America's No. 1 pepperoni brand\* and a pizza-topping powerhouse — is helping fans protect their pies with the launch of Pepperoni Insurance.

Starting today, pepperoni enthusiasts can visit [PepperoniInsurance.com](https://PepperoniInsurance.com) to get "extra coverage" by claiming a free pack of HORMEL® pepperoni, ensuring their slices are properly protected, while supplies last. With 10,000 packs available, delivered as a \$5 digital gift card, the brand is delivering peace of mind by making sure your pizza is covered and safe-guarded from poaching — one delicious layer at a time.

According to recent data from the makers of HORMEL® pepperoni, nearly 60% of consumers have admitted to stealthily snatching toppings like pepperoni off a pizza slice that wasn't theirs — compelling proof that the need for pepperoni protection is both real and pressing. And partners, beware: 80% of those topping thieves say they most often steal toppings like pepperoni from their spouse or partner's slice of pizza\*\*.

"We know how passionate pizza lovers are about their pepperoni," said Andrew McElroy, brand manager for HORMEL® pepperoni. "Pepperoni Insurance is our way of celebrating that passion while making sure fans never

have to settle for a scavenged slice."

Get yours today! To claim your Pepperoni Insurance coverage and join the National Pepperoni Pizza Day celebration, visit [PepperoniInsurance.com](https://PepperoniInsurance.com) and secure your free pack. Click [here](#) to view official rules.

To keep the celebration going year-round, **HORMEL®** Pepperoni is also launching a new merch shop, offering fans a chance to wear their pepperoni pride on their sleeves — literally. From playful pizza-themed apparel to must-have accessories, the shop will feature rotating collections inspired by fan-favorite campaigns like Pepperoni Insurance. It's a flavorful way to stay connected to the brand and celebrate your love for all things pepperoni, anytime.

\*Based on the latest 52-week Circana Data

\*\*Methodology: **HORMEL®** Pepperoni surveyed 1000 individuals, between August 1 and August 8, 2025, using the Suzy™ on-demand consumer research platform. Weighting was applied to the total sample by age, gender and region in accordance with the current U.S. adult population.

## 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 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, 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®**, **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 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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