



NEWS RELEASE

Hormel Foods Named to Fast Company's 2025 Brands That Matter List

2025-12-03

AUSTIN, Minn., Dec. 3, 2025 /PRNewswire/ -- Hormel Foods Corporation (NYSE: HRL), a Fortune 500 global branded food company, has been named to **Fast Company's 2025 Brands That Matter list**. This annual recognition celebrates and recognizes brands that resonate culturally, engage their audiences in meaningful ways and demonstrate real business impact.

"We are honored to be named to Fast Company's Brands That Matter list," said Scott Aakre, group vice president and chief marketing officer for Retail at Hormel Foods. "This recognition highlights our approach to creating campaigns that connect with people and our customers and reflect how culture – not just promotion – drives brand relevance. It's a testament to our marketing team's creativity in bringing our brands to life."

Hormel Foods earned this recognition with its multi-brand, multi-channel "Here for the Snacks" Big Game campaign, which positioned snacking – not just football – as the real MVP of game day. The effort pulled together a lineup of beloved brands (including **HORMEL®** pepperoni, **HERDEZ®**, **WHOLLY®**, **PLANTERS®**, **HORMEL®** Chili, and **Hormel Gatherings®**) to deliver on an insight: for many fans, the Big Game is about the food as much, if not more, than the game itself. The campaign not only resonated with consumers – it drove results.

"We're thrilled to recognize this diverse group of honorees and highlight the work of exceptional marketing leaders," said Brendan Vaughan, Fast Company's editor-in-chief. "What unites these brands is their dedication and ingenuity in forging authentic audience relationships through work that resonates in culture."

For more information, visit **Fast Company's "Family of Brands" Brands That Matter 2025**.

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®, APPELATE®, 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.

About Fast Company

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with fellow business publication Inc. For more information, please visit fastcompany.com.

Contact:

Media Relations
Hormel Foods
media@hormel.com

View original content to download multimedia:<https://www.prnewswire.com/news-releases/hormel-foods-named-to-fast-companys-2025-brands-that-matter-list-302631762.html>

SOURCE Hormel Foods Corporation