NEWS RELEASE

# Hormel Foods Names Holly LaVallie Vice President of Marketing Excellence

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AUSTIN, Minn., Oct. 12, 2026 /PRNewswire/ -- Hormel Foods Corporation (NYSE: HRL), a Fortune 500 global branded food company, today announced Holly LaVallie is re-joining the company as vice president of marketing excellence.

In her new role, LaVallie will lead the development and execution of enterprise marketing capabilities designed to support brand growth across the company's Retail, Foodservice and International businesses. Her responsibilities include brand strategy and experience, design and content, media and agency management, marketing technology, marketing training and marketing effectiveness.

"We are thrilled to welcome Holly back to Hormel Foods," John Ghingo, president and chief executive officer-elect, said. "She brings a unique combination of deep institutional knowledge, marketing expertise and proven leadership. Holly has a strong track record of building brands, developing talent and creating capabilities that help organizations grow. She will play an important role as we continue to accelerate growth across our portfolio."

LaVallie returns to the company after serving as senior vice president of marketing, R&D and PMO, at Link Snacks. During her 19-year career with Hormel Foods, she held a variety of leadership roles across the company's brand portfolio and played a key role in strategic planning and innovation.

## About Holly LaVallie

LaVallie is an accomplished food industry leader with more than two decades of experience driving growth, innovation and business transformation across consumer-packaged goods organizations. She most recently served

as senior vice president of marketing, R&D and PMO at Link Snacks, where she oversaw a multi-billion-dollar portfolio of brands and led end-to-end commercialization efforts.

Prior to joining Link Snacks, LaVallie spent 19 years at Hormel Foods in a variety of leadership roles spanning brand management, long-range planning, innovation, new business development and general management. During her tenure, she played a key role in the development and growth of the company's Deli Solutions business and led major refrigerated retail businesses.

LaVallie holds a Master of Business Administration from the University of St. Thomas and a bachelor's degree in hospitality, restaurant and tourism management from the University of Wisconsin-Stout.

## 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.

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