NEWS RELEASE

Hormel Foods Names Patty Gonzalez Vice President, Emerging Brands

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AUSTIN, Minn., Nov. 16, 2026 /PRNewswire/ -- Hormel Foods Corporation (NYSE: HRL), a Fortune 500 global branded food company, today announced that Patty Gonzalez has been named vice president, Emerging Brands.

In this role, Gonzalez will lead the company's Emerging Brands business, overseeing the Applegate® and Columbus® portfolios. As general manager of the business, she will be responsible for accelerating growth, strengthening brand equity, advancing innovation, and driving long-term business performance across the portfolio.

"Patty brings an exceptional combination of brand-building expertise, commercial leadership and business transformation experience," said John Ghingo, president and chief executive officer, Hormel Foods. "Throughout her career, she has demonstrated an ability to grow iconic brands, develop high-performing teams and identify new opportunities for growth. Her strategic mindset, consumer-first approach and proven track record make her ideally suited to lead our Emerging Brands business and help unlock its long-term potential."

Gonzalez joins Hormel Foods from PIM Brands, where she most recently served as senior vice president of marketing, confections. Prior to PIM Brands, she held numerous leadership positions at Mondelēz International, where she led commercial planning, brand strategy, innovation and growth initiatives across some of the industry's most recognized brands.

About Patty Gonzalez

Gonzalez most recently served as senior vice president of marketing, confection, at PIM Brands, where she led marketing strategy and growth initiatives across the company's confection portfolio.

Prior to joining PIM Brands, Gonzalez spent more than 15 years with Mondelēz International and its predecessor, Kraft Foods, in leadership roles of increasing responsibility across sales, commercial planning, brand management and general management. Most recently, she served as senior vice president, U.S. commercial planning, activation and insights, where she led commercial planning and activation efforts across the company's U.S. business and oversaw teams spanning category planning, shopper marketing, insights and analytics.

Earlier in her career, Gonzalez led several of Mondelēz's largest and most iconic brands, including OREO, Ritz, Triscuit and BelVita. She is widely recognized for driving brand revitalization, developing successful innovation pipelines and delivering sustained business growth through consumer-led strategies and strong commercial execution.

Gonzalez holds a Master of Business Administration from the Fordham Gabelli School of Business and a Bachelor of Science in Business Administration from the University of Richmond.

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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