



NEWS RELEASE

Makers of HORMEL® SQUARE TABLE® Brand Dive Deeper into Chicken with Two New Bold Flavors

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With the popularity of convenient meal solutions on the rise, the HORMEL® SQUARE TABLE® brand team expands protein-rich portfolio with Tuscan Style and Maple Bourbon Chicken varieties

AUSTIN, Minn., April 29, 2025 /PRNewswire/ -- Heat-and-eat meal solutions continue to gain traction among today's consumers, as more people seek hassle-free, easy-to-prepare options that deliver on taste and quality. This is no secret to the makers of the HORMEL® SQUARE TABLE® brand, who are tapping into that demand with the launch of two new chicken varieties: HORMEL® SQUARE TABLE® Tuscan Style Chicken and HORMEL® SQUARE TABLE® Maple Bourbon Chicken.

Tuscan Style Chicken offers tender, fully cooked chicken breast in a rich Tuscan-style sauce, bringing bold, Italian-inspired flavor to the table with minimal effort. Simply heat and serve with pasta and vegetables for a hearty meal. Similarly, Maple Bourbon Chicken pairs tender chicken breast with savory uncured bacon in a sweet-and-smoky maple bourbon sauce and would be perfectly paired with mashed potatoes and vegetables. Both options provide delicious, easy-to-prepare protein options that deliver maximum taste with minimal prep, making them ideal for any mealtime occasion.

"We're excited to introduce not just one, but two new additions to our SQUARE TABLE® line," said Drew Parsons, refrigerated entrees brand manager at Hormel Foods. "Our goal is to help provide convenient meal solutions that go from the fridge to the table in minutes. As more consumers prioritize speed and simplicity in their mealtime routines, heat-and-eat offerings continue to gain momentum."

Today's shoppers are turning to ready-made meals more than ever before, limiting prep time while delivering on satisfaction. These convenient options offer a welcome alternative to takeout or time-consuming home cooking, allowing consumers to enjoy a hot, hearty meal with minimal effort. No longer seen as a last resort, today's heat-and-eat products are crafted with high-quality ingredients, diverse flavor profiles and an emphasis on freshness.

As a result, heat-and-eat meals are not just a time-saving solution. They are becoming a preferred choice for consumers who want both convenience and quality without having to compromise on flavor, taste or variety. Both varieties retail for \$9.98 and are available at select retailers nationwide.

About Hormel Foods — Inspired People. Inspired Food.™

Hormel Foods Corporation (NYSE: HRL), 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®, APPLGATE®, 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.

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