



NEWS RELEASE

Purple. Gold. SPAM® Brand. A New Minnesota Game Day Tradition Kicks Off at U.S. Bank Stadium

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The SPAM® Dog named U.S. Bank Stadium's Official Dog for the 2026-2027 season

Minnesota Vikings fans can enjoy the SKOL Crusher SPAM® Dog, specialty menu offerings and SPAM® Brand tailgating fun at The Commons this fall.

AUSTIN, Minn., Sept. 10, 2026 /PRNewswire/ -- Vikings fans have a delicious new reason to raise their voices and SKOL this season. The SPAM® brand today announced a new partnership with the Minnesota Vikings, bringing the SPAM® Dog to U.S. Bank Stadium as the stadium's Official Dog for the 2026-27 season.

Leading the menu lineup is the SKOL Crusher, a Vikings-inspired SPAM® Dog topped with hot honey mustard, purple slaw and crispy potato sticks. The specialty creation kicks off a season-long menu of SPAM® Dog offerings, including a future Hawaiian-inspired item and limited-time varieties inspired by visiting teams.

"Football and food have always gone hand in hand, and we're excited to bring the SPAM® Dog to one of the most passionate fan bases in the NFL," said Haley Eggum, brand manager for the SPAM® brand. "The SKOL Crusher is just the opening kickoff. Throughout the season, fans can look forward to SPAM® Dog creations inspired by teams traveling to Minneapolis, giving them a new way to experience every matchup. It's another example of how we're taking SPAM® products out of the can and into fun, cultural experiences that bring people together."

In addition to enjoying the SPAM® Dog inside the stadium, fans can visit the SPAM® Tailgate in The Commons outside the stadium before each home game beginning Oct. 4. The interactive experience will feature SPAM® Dog

samples, prizes and tailgate games before kickoff.

"Our goal is always to make the fan experience as memorable as possible, and partnering with a fellow Minnesota brand helps us do exactly that," said J.P. Paul, vice president of stadium operations for the Vikings. "From offering the SPAM® Dog in the stadium to the pregame tailgate activation, we're excited to give fans something uniquely Minnesotan to enjoy throughout the season."

Fans can find the SKOL Crusher and a rotating lineup of specialty SPAM® Dog creations at Section 341 and other locations throughout the stadium during Vikings home games.

About the SPAM® Brand

This revolutionary product won over the hearts of soldiers, world leaders, celebrities, chefs, kids and parents. Future generations continue to enjoy it as a versatile, high-quality and great-tasting mealtime favorite. The whole world can't get enough of the iconic taste and the effortless creative potential contained within this iconic blue can. Fans of the brand can purchase SPAM® products and browse their favorite SPAM® merchandise at **shop.spam.com**. For more information on the SPAM® brand, including product information, recipes and where to buy, visit **spam.com**.

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®, APPLGATE®, 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**.

About The Vikings

Minnesota Vikings Football LLC is headquartered in Eagan, Minnesota. The Minnesota Vikings are one of the National Football League's most established and recognized franchises. The team was founded in 1961 and branded the "Vikings" because it represented both the will to succeed and the proud Nordic tradition of the northern Midwest. With the leadership of the Wilf Family, who purchased the franchise in 2005, the team has undergone a major revitalization and rebranding, winning both on and off the field. Under their ownership, the

team has captured the NFC North title four times, and advanced to NFC Championship games after the 2009 and 2017 seasons.

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