



NEWS RELEASE

SKIPPY® Crushin' It Tour Celebrates Student Hustle with Peanut Butter on College Campuses

2025-08-13

Four-stop tour includes giveaway, fun events and product donations to combat on-campus food insecurity

AUSTIN, Minn., Aug. 13, 2025 /PRNewswire/ -- The SKIPPY® brand is hitting the road with the SKIPPY® Crushin' It tour; an initiative designed to celebrate and support students and student-athletes as they head back to school. The tour includes high-energy campus events; a peanut butter giveaway and product donations aimed at addressing food insecurity — a persistent problem on college campuses nationwide.

"The SKIPPY® Crushin' It tour is meant to celebrate the grind that goes into a student's journey," said Sam Hovick, brand manager for the SKIPPY® brand. "This experience provides the ultimate break between classes, sports or studying, complete with engaging activities, giveaways and satisfying SKIPPY® peanut butter snacks."

As part of the tour's mission to fuel student success, the SKIPPY® brand will donate 5,000 jars of peanut butter at each stop to campus food shelves, totaling 20,000 jars across all four campuses enough to make over 300,000 peanut butter sandwiches.*

"We're showing up for students," Hovick said. "Food insecurity shouldn't get in the way of education, and this donation is one way we're supporting students as they pursue their degrees with confidence, focus and full stomachs."

Student athletes, the SKIPPY® brand team and the EventLink Group will make four on-campus visits between August and September:

- Aug. 19: University of Alabama with Jamarion Miller, junior running back.
- Aug. 22: University of Mississippi with Cayden Lee, junior wide receiver and Caleb Odom, sophomore wide receiver.
- Aug. 27: Clemson University with Sammy Brown, sophomore linebacker, TJ Moore, sophomore wide receiver and Antonio Williams, junior wide receiver.
- Sept. 13: Georgia Tech vs. Clemson football game

At each stop, students can unwind with joyful activities, photo-friendly moments, free swag and tasty SKIPPY® peanut butter snacks.

"I'm so excited to partner with the SKIPPY® brand for the SKIPPY® Crushin' It tour — we go together like PB and JAM," said Jamarion "Jam" Miller, junior running back for the Alabama Crimson Tide. "It's the perfect way to kick off the school year, and what the brand is doing to support students and fight food insecurity on campus is inspiring."

One lucky student at each campus will be rewarded for their hustle with the Spread the Success SKIPPY® Peanut Butter giveaway, which awards the winner a monthly supply of peanut butter for the remainder of their undergrad years.

*Using the National Peanut Board's calculation of 1 oz. of peanut butter = 1 peanut butter sandwich

About the SKIPPY® Brand

At its core, the SKIPPY® peanut butter brand brings fun to life, building the trust and loyalty of peanut-butter fans since 1933. This commitment to quality has earned us our rightful place among America's favorite peanut butters. SKIPPY® peanut butter, which was acquired by Hormel Foods Corporation (NYSE: HRL) in 2013, brings the perfect combination of sweet-and-savory peanut flavor to everything it touches. For more information on all SKIPPY® products, visit peanutbutter.com.

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 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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