



NEWS RELEASE

Sweet Meets Heat: SPAM® Brand Turns Up the Heat with New SPAM® Hot Honey Flavored and Win Son Bakery Collaboration

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SPAM® Hot Honey hits the menu with limited-edition breakfast items and co-branded merch capsule at New York City's acclaimed Win Son Bakery

- **New Permanent Flavor:** SPAM® Hot Honey joins the lineup of more than 10 varieties, bringing a sweet-and-spicy twist to the iconic canned meat, available now at grocery retailers nationwide.
- **New York City Restaurant Collaboration:** The SPAM® brand teams up with New York City's acclaimed Win Son Bakery for limited-time breakfast menu items available Sept. 14-20 at both its Manhattan and Brooklyn locations.
- **Shop the Limited-Time Co-Branded Merch Capsule:** Fans can also pick up a co-branded, streetwear-inspired merch collection, including a T-shirt, hat and tote bag, available now nationwide via Win Son Bakery's website and in-store.

AUSTIN, Minn., Sept. 14, 2026 /PRNewswire/ -- The **SPAM®** brand today announced the launch of **SPAM® Hot Honey**, a new full-time addition to its lineup of more than 10 varieties, bringing a sweet-and-spicy twist to the iconic canned meat. To celebrate, the SPAM® brand is teaming up with **Win Son Bakery**, the acclaimed Brooklyn eatery known for its fearless, modern approach to Taiwanese cuisine. Fans can get their first taste of the new flavor through two exclusive, limited-edition menu items and a co-branded merchandise capsule.

Beginning today through Sept. 20, Win Son Bakery is serving up an exclusive SPAM® Hot Honey breakfast sandwich, made with a slice of SPAM® Hot Honey, egg and cheese on their signature scallion pancake. Fans can

also order a limited-edition SPAM® Hot Honey Fan Tuan, a Taiwanese sticky rice roll, throughout the week at Win Son Bakery's Brooklyn and Manhattan locations. Can't make it to Win Son Bakery? The breakfast sandwich recipe is also available on **SPAM®'s website**.

Beyond the menu, fans can purchase items from a limited-time capsule of co-branded, streetwear-inspired merchandise, including a T-shirt, hat and tote bag, available now nationwide via **Win Son Bakery's website**. Fans can also shop the collection in-store at both Win Son Bakery locations.

"SPAM® Hot Honey taps into one of today's fastest-growing flavor trends, giving longtime fans and new audiences alike another reason to reach for the iconic blue can," said Stephanie Swift, brand manager of the SPAM® brand. "The SPAM® brand has an enduring, decades-long connection with Asian American and Pacific Islander communities and cuisine, and partnering with Win Son Bakery to introduce this flavor felt like a natural, authentic way to get out of the can and into the kitchen."

"This SPAM® collaboration felt like a genuine extension of the food we grew up with and the food we serve every day," said Trigg Brown, co-owner and chef of Win Son Bakery. "Building a breakfast sandwich and a fan tuan around SPAM® Hot Honey gave us a fun new way to put our own spin on that connection, and to share it with fans who already love both brands."

SPAM® Hot Honey is available now at select grocery retailers nationwide. For more information on the SPAM® brand, including product information, recipes and where to buy, visit **spam.com** and follow @SPAMBrand on **Instagram** and **TikTok**.

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 Win Son Bakery

Win Son Bakery is the all-day Taiwanese-American café and bakery from Trigg Brown, Josh Ku, the duo behind the acclaimed Williamsburg restaurant Win Son. Opened in Brooklyn in 2019 with pastry chef Danielle Spencer and now with a second location in Manhattan's East Village, Win Son Bakery reinterprets Taiwanese pastries, breakfast sandwiches and coffee-shop staples through a distinctly New American lens. Brown and Ku are also co-authors, with Cathy Erway, of "Win Son Presents a Taiwanese American Cookbook." For more information, visit winsonbrooklyn.com and follow @winsonbakery on Instagram.

Frequently Asked Questions

What is SPAM® Hot Honey?

SPAM® Hot Honey is a new full-time flavor in the SPAM® product lineup, bringing a sweet-and-spicy twist to the classic canned meat.

Where can I buy SPAM® Hot Honey?

SPAM® Hot Honey is available now at select grocery retailers nationwide.

What is the SPAM® Brand x Win Son Bakery collaboration?

From Sept. 14 to 20, 2026, Win Son Bakery is serving a limited-edition SPAM® Hot Honey breakfast sandwich and a SPAM® Hot Honey Fan Tuan at its Brooklyn and Manhattan locations.

Can I make the SPAM® Hot Honey breakfast sandwich at home?

Yes. The SPAM® Hot Honey breakfast sandwich recipe is available on [SPAM®'s website](https://www.spam.com).

Where can I get the co-branded merch?

The limited-time capsule, including a T-shirt, hat and tote bag, is available nationwide via Win Son Bakery's website and in-store at both locations while supplies last.

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