NEWS RELEASE

The PLANTERS® Brand Returns to Macy's Thanksgiving Day Parade® Marking the Holiday Tradition's 100th March

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This Thanksgiving marks a special set of milestones, with the PLANTERS® brand celebrating 120 years, MR. PEANUT® turning 110 and the 100th Macy's Thanksgiving Day Parade

AUSTIN, Minn., Oct. 7, 2026 /PRNewswire/ -- This Thanksgiving, the **PLANTERS®** brand returns to Macy's Thanksgiving Day Parade® with an all-new float highlighting the evolution of the iconic MR. PEANUT®. The moment is perfectly timed, with the brand's 120th anniversary, the 110th birthday of MR. PEANUT® and the Parade's centennial march all converging this year. To help celebrate these milestones, fans have the opportunity to enter the PLANTERS® Brand x Macy's Thanksgiving Day Parade Sweepstakes* for a chance to win a trip to attend the parade.

The float pays tribute to MR. PEANUT® as the long-running face of the PLANTERS® brand. At its center, a Ferris wheel will display the evolution of MR. PEANUT®, from the winning design drawn by a 14-year-old boy in 1916, to the character's modern-day appearance. As the float travels down the Macy's Parade route to Herald Square at 34th Street, tiny peanut-shaped confetti will burst from the famous top hat atop MR. PEANUT®. It is the first time MR. PEANUT® has appeared in the Macy's Thanksgiving Day Parade since his "dab dance" went viral in 2016.

"The PLANTERS® brand and MR. PEANUT® are woven into the fabric of culture and we are so excited to have him back in the Macy's Thanksgiving Day Parade," said Ashley Krautkramer-Gonya, senior brand manager for the PLANTERS® brand. "For the PLANTERS® brand, this Macy's Parade float is a celebration of what MR. PEANUT® has meant to generations of fans over the past 110 years and the enduring place he holds in the nation's heart. With

our sweepstakes, fans now have the chance to experience the parade in person with their loved ones."

For those who want to witness this historic moment firsthand, the PLANTERS® Brand is offering fans a chance to win a trip for up to five people to the Macy's Thanksgiving Day Parade. The prize includes up to five grandstand tickets, round-trip airfare and hotel accommodations in New York City. For entry details, eligibility requirements and complete Official Rules, visit **www.mrpeanutparadesweepstakes.com**. The entry period begins Oct. 7, 2026, at 8 a.m. ET and ends Oct. 22, 2026, at 11:59 p.m. ET.

"Macy's Thanksgiving Day Parade has always brought together beloved characters that spark joy and create lasting memories for fans of all ages," said Jordan Dabby, producer of Macy's Thanksgiving Day Parade. "As we celebrate our centennial, we're excited to welcome MR. PEANUT® back to the Parade to commemorate important milestones between Macy's and PLANTERS® brand."

Audiences nationwide can watch the 100th Macy's Thanksgiving Day Parade on Thursday, Nov. 26, on NBC and Peacock starting at 8:30 a.m. in all time zones. To follow and participate in the excitement, visit @macys on social platforms and follow #MacysParade. For more information, visit **macys.com/parade**.

* NO PURCHASE NECESSARY. 50 U.S./D.C., 18+. Starts 10/7 at 8:00 a.m. ET. Ends 10/22/26 at 11:59 p.m. ET. Odds of winning are dependent on number of entries. See **Official Rules**.

About the PLANTERS® Brand

Founded in 1906 in Wilkes-Barre, Pa., the Planters® brand has been the ultimate snacking solution for consumers for over a century with a vast portfolio of peanuts, snackable nut mixes, seeds and so much more. No matter what you're craving — salted, unsalted, dry roasted, honey roasted, whole nuts, half nuts, peanuts, mixed nuts — Planters® products have you covered. The Planters® brand, which has been owned by Hormel Foods Corporation (NYSE: HRL) since 2021, is also home to the beloved Mr. Peanut® character, who is currently touring the salty streets of America in his world-famous NUTmobile. Fans of the Planters® brand can request the world's largest peanut on wheels by submitting a request at **plantersnutmobile.com**. For more information on all Planters® products, visit **planters.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®, 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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