



NEWS RELEASE

The SPAM® Brand Hits the Road with SPAM® Sushi as Store Availability Goes Nationwide

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Catch the SPAM® Musubi Mobile at select Southern California Ralphs locations around National SPAM® Musubi Day for free samples, merch and more

AUSTIN, Minn., Aug. 4, 2025 /PRNewswire/ -- The SPAM® brand, in collaboration with Kroger, is turning heads this summer — and they're doing it in style. Earlier this year, SPAM® sushi products rolled out nationwide at Kroger's Family Stores, including Ralphs Grocery Company, and now they're hitting the road to celebrate in true SPAM® brand style! Introducing the first-ever SPAM® Musubi Mobile: a larger-than-life food truck shaped like a SPAM® Musubi that's nearly seven feet tall — an unmistakable site for fans and musubi lovers alike.

In honor of National SPAM® Musubi Day on Aug. 8, the SPAM® Musubi Mobile will visit select Ralphs locations in Southern California, offering free samples of SPAM® Musubi and SPAM® Norimaki, all accompanied by music, outdoor games, SPAM® brand merchandise, coupons and more.

For those who can't catch the Musubi Mobile in person, the celebration continues nationwide: SPAM® sushi is now a permanent offering at fresh-sushi counters inside Kroger and Ralphs stores across the country, giving everyone a chance to experience this savory snack. Consumers nationwide can also get in on the fun, with a digital coupon to redeem free samples across stores nationwide now through August 9, 2025.

SPAM® Musubi Mobile locations

- Thursday, Aug. 7 | 12-2 p.m. PT

- Ralphs, 260 S. La Brea Ave., Los Angeles
- Thursday, Aug. 7 | 5-7 p.m. PT
 - Ralphs, 11727 W. Olympic Blvd., Los Angeles
- Friday, Aug. 8 | 12-2 p.m. PT
 - Ralphs, 2600 Victoria Blvd., Burbank, Calif.

"SPAM® sushi is a lasting culinary tradition that blends heritage, creativity, and global appeal," said Dan Kubiak, senior brand manager for the SPAM® brand. "From the beloved SPAM® Musubi to inventive takes like SPAM® Norimaki, these dishes continue to resonate, especially across Asian American and Pacific Islander communities where SPAM® products hold deep cultural significance. Our collaboration with Kroger brings these ready-to-enjoy favorites to even more fans, whether they've loved the SPAM® brand for years or are just discovering what makes it so iconic."

The permanent lineup of SPAM® sushi offerings at Kroger's Family Stores includes Hawaiian-inspired SPAM® Musubi and Japanese-inspired SPAM® Norimaki, now available at fresh sushi counters nationwide.

For full event details and to learn more about where to find SPAM® sushi, visit www.spam.com, and follow the SPAM® brand on Instagram at [@spambrand](https://www.instagram.com/spambrand), on Tik Tok at [@spambrand](https://www.tiktok.com/@spambrand), and on Facebook [@spambrand](https://www.facebook.com/spambrand).

About the SPAM® Brand

When the first SPAM® brand can came off the production line in 1937, the world was forever changed. 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 store.spam.com. For more information on the SPAM® brand, including product information, recipes and where to buy, visit spam.com.

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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