



NEWS RELEASE

Trailblazing Taste: The PLANTERS® Brand Mixes Premium Nuts with Sweet Twists

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PLANTERS® White Chocolate Macadamia Nut and Chocolate Caramel Pecan Crunch trail mixes feature nut-forward blends with quality ingredients and craveable combinations

AUSTIN, Minn., Sept. 18, 2025 /PRNewswire/ -- Calling all flavor chasers and snack-nut fanatics: The PLANTERS® brand is turning up the crunch with the launch of two trail mix blends that are anything but ordinary. Say hello to PLANTERS® White Chocolate Macadamia Nut and PLANTERS® Chocolate Caramel Pecan Crunch — two mixes designed to elevate snacking one delicious handful at a time.

Snacking is booming — and not just during midday lulls. With more people reaching for bites between meals, the snack-nut category continues to gain traction, propelled by products that deliver crunch, bold flavors and all-day snackability. The PLANTERS® brand is meeting this moment with nut-forward mixes made with more than 50% nuts, including premium macadamias and pecans, delivering irresistible flavor in every bite.

Meet the mixes:

- PLANTERS® White Chocolate Macadamia Nut Trail Mix combines the savory crunch of salty snack nuts with sweet bursts of white chocolate and cookie squares for a handful that is equal parts indulgent and irresistible.
- PLANTERS® Chocolate Caramel Pecan Crunch Trail Mix blends salty snack nuts with rich chocolatey bites and caramel-flavored pieces — a craveable combo for snackers who want a little sweet with their salty.

"We wanted to create trail mixes that feel like a treat but still deliver the nutty goodness our fans expect," said Zeeshan Tarique, senior brand manager for the PLANTERS® brand. "These new flavors not only add indulgence

and excitement but also expand the PLANTERS® trail mix lineup in a way that attracts younger snackers and grows the category."

Now on shelves nationwide, the new PLANTERS® trail mix varieties are available in 5-ounce stand-up bags, priced between \$3.49 and \$3.99. For more information, including nutritional information and where to buy, visit www.planters.com.

About the PLANTERS® Brand

Founded in 1906 in Wilkes-Barre, Pennsylvania, 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 — 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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