



NEWS RELEASE

Turn Up the Flavor with the New HORMEL GATHERINGS® Bold and Spicy Tray

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Jalapeño pepperoni and spicy salami are bringing the heat in the all-new HORMEL GATHERINGS® Bold and Spicy Tray

AUSTIN, Minn., Feb. 6, 2025 /PRNewswire/ -- The makers of the HORMEL GATHERINGS® brand are turning up the heat with the launch of their latest innovation – the HORMEL GATHERINGS® Bold and Spicy Tray. This exciting new snack-tray combination offers bold, spicy flavors and high-quality ingredients to create the ultimate snacking experience. The stars of the HORMEL GATHERINGS® Bold and Spicy Tray are the jalapeño pepperoni and spicy salami, a fiery, flavor-packed twist on classic favorites that are sure to satisfy spice lovers and snack enthusiasts alike.

Hormel Foods has taken its classic pepperoni and infused it with the bold heat of jalapeño peppers, resulting in a flavorful, spicy pepperoni that is sure to set the snack-tray bar higher than ever. The jalapeño pepperoni brings an exciting combination of savory flavor and a zesty kick, creating a perfect balance of heat and taste — a game-changer for spicy-snack enthusiasts. Accompanying the jalapeño pepperoni is the bold, savory kick of spicy salami, featuring the adventurous flavors of chorizo infused with garlic, paprika, and peppers – the perfect pairing for any snacking occasion, especially as fans gear up to celebrate the Big Game!

In addition to the jalapeño pepperoni and spicy salami, the HORMEL GATHERINGS® Bold and Spicy Tray features:

- **Pepper Jack Cheese:** A creamy, spicy cheese that perfectly complements the heat of the meats.
- **Mild Cheddar:** A smooth, mild cheese that helps balance the spiciness with a creamy, comforting finish.

"Our jalapeño pepperoni and the spicy salami are the highlights of the HORMEL GATHERINGS® Bold and Spicy Tray, and we're thrilled to offer such a spicy selection for our heat-seeking consumers," said Rhonda Ihrke, brand manager at Hormel Foods. "The popularity of spicy food is on the rise with consumers, and we believe this tray, and particularly our jalapeño-infused pepperoni and spicy salami, are meeting this growing trend in lockstep. This tray is the perfect addition to your next shindig or soiree, bringing together everything that people crave into a single snack: bold flavors, spice and convenience."

Consumers can find the HORMEL GATHERINGS® Bold and Spicy Tray at their local super center, with plans to expand availability to retailers nationwide this spring. Learn more on our website:

<https://www.hormel.com/brands/hormel-gatherings-party-trays/product/bold-and-spicy-party-tray/>.

About the HORMEL GATHERINGS® Brand

No party is complete without the delicious snacks and fun flavors in HORMEL GATHERINGS® party trays. From a casual weekend get-together to a more elaborate party in your home, a HORMEL GATHERINGS® party tray is the easy and tasty solution for any gathering. Just snap off the lid, open the fresh packages of meats, cheeses and crackers, and your party tray is ready to go – with varieties to please any party-goer. For a closer look at those varieties and information on where to buy them, visit hormelgatherings.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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