



NEWS RELEASE

Want to Drive a Giant Peanut? The PLANTERS® Brand Is Hiring

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Three new Peanutters will travel the country in the 26-foot-long NUTmobile beginning in June 2027

- The PLANTERS® NUTmobile is hiring three Peanutters to hit the salty streets in June 2027.
- Applications are open through Nov. 1. College graduates can apply for this once in a lifetime opportunity with a resume and creative video.
- Peanutters travel the country in the NUTmobile, create social media content, work with media and execute events, while earning a salary and benefits.

AUSTIN, Minn., Sept. 29, 2026 /PRNewswire/ -- The **PLANTERS®** NUTmobile is hitting the road again, and the **PLANTERS®** brand is seeking three adventurous Peanutters to join the ride beginning in June 2027.

The NUTmobile is a 26-foot-long peanut on wheels and the center of a year-round experiential marketing program. Peanutters drive the NUTmobile, create social media content, plan and execute hundreds of events and stops, connect with local and national media and surprise and delight brand fans across the country.

One Shell of an Opportunity

The **PLANTERS®** brand is seeking college graduates who are engaging storytellers, confident communicators and savvy social content creators with a willingness to jump into nutty situations. Prospective Peanutters must submit a resume and short video showing what they would bring to the role. Creativity and humor are highly encouraged.

Travel enthusiasts with an appetite for adventure and salty snacks are encouraged to apply

at **BeAPeanutter.com** through Nov. 1, 2026.

"The Peanutters have an incredible opportunity to take the brand on the road while gaining experiences they'll remember long after the job is over," said Patrick Horbas, director of marketing for the PLANTERS® brand. "They get to travel, meet people from all over, experience some unique events and make connections along the way. It's a chance to step outside their everyday routine, have some fun and be part of something that's unlike any other job."

For Those Who Go Nuts for a Road Trip

Trade in a desk job for a year in the driver's seat. Peanutters crisscross the country bringing the PLANTERS® brand to life at sporting events, festivals, college campuses, community events and more. Last year's class of Peanutters traveled to 41 states and logged over 30,000 miles on their journey, all while receiving an annual salary, full-time benefits, generous meal and travel stipends and real-world marketing and PR experience.

When the road trip rolls to its final stop, Peanutters are encouraged to apply for full-time roles at Hormel Foods to continue their careers.

In a Nutshell

This isn't your typical entry-level role — it's a once-in-a-lifetime adventure featuring a 26-foot-long peanut on wheels. From unexpected encounters to unforgettable road trip moments, no two days on the road are the same. Along the way, Peanutters gain valuable real-world experience in a marketing, public relations, content creation and communication while making memories and friendships that can last a lifetime.

To Be or Nut to Be

Ready to throw your name in the top hat? Apply now at **BeAPeanutter.com** and get ready to go nuts.

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®, 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.

Frequently Asked Questions

How do I apply to become a 2027 PLANTERS® Peanutter?

Applicants can apply at BeAPeanutter.com through Nov. 1, 2026. Applicants must submit a resume and a short, creative video showing what they would bring to the role.

What does a Peanutter do?

Peanutters travel across the country in the 26-foot-long NUTmobile, creating social media content, working with local and national media, planning and executing events and connecting with PLANTERS® brand fans along the way.

Where do Peanutters travel?

Peanutters travel throughout the United States, making stops at sporting events, festivals, college campuses, community events and other destinations. The 2026 class traveled to 41 states and met more than 160,000 people.

Is the Peanutter position a paid job?

Yes. The Peanutter position is a paid, full-time role. Peanutters receive an annual salary, full-time benefits and generous meal and travel stipends.

When does the 2027 Peanutter job begin?

The 2027 Peanutter class will begin traveling in the NUTmobile in June 2027.

Who is eligible to become a Peanutter?

The PLANTERS® brand is seeking college graduates who are engaging storytellers, confident communicators and savvy social content creators. Applicants should also be comfortable traveling extensively and representing the PLANTERS® brand at events and in local and national media.

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