



## **FUTURE OF FOODSERVICE**

Hormel Foodservice: A History of Relevant Innovation

We understand that diners want more transparency in the food they eat. That's why we keep a watchful eye on the trend toward mindful eating. Sponsored by Hormel Foodservice.  
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When Hormel Foodservice was founded in 1991, it likewise inherited that same devotion to innovation. We were the first to introduce a wide shingle bacon with our LAYOUT® Brand, which revolutionized large scale cooking. SPECIAL RECIPE® Breakfast Sausage was created alongside chefs in order to offer premium flavor and texture even after longer hold times. And OLD SMOKEHOUSE® Applewood Smoked Bacon launched the love affair with Applewood smoking that still dominates bacon flavor profiles to this day. Moving forward, every innovation has been created with foodservice operators in mind. Every product is designed to be a solution. We understand back of house challenges like varying skill level, limited space and minimal resources. That's why our products are designed to simplify the path to serving delicious food. HORMEL® BACON 1™ Perfectly Cooked Bacon delivers a premium bacon experience, with minimal back of house strain. We also understand the importance of speed scratch ingredients. HORMEL® FIRE BRAISED™ Meats deliver flame-seared, slow cooked meats, allowing operators to focus their time on making dishes their own. AUSTIN BLUES® Smoked Barbeque and CAFÉ H® Globally Inspired Proteins marry time-intensive preparation methods with authentic flavors that can take menus in new directions.

We understand that diners want more transparency in the food they eat. That's why we keep a watchful eye on the trend toward mindful eating. Our NATURAL CHOICE® Brand started with premium all-natural deli meats, and has since expanded to include breakfast

sausage, bacon, chicken, pizza toppings and fresh pork. Today, our portfolio of all-natural offerings includes over 70 items across 11 brands. The introduction of **HORMEL® FUSE™** Burger marked our first product to combine both plant-based ingredients and lean protein, in an effort to address the growing demand for balanced, flavorful menu offerings. This all-natural patty delivers a unique fusion of flavors through the combination of lean chicken or turkey, whole grains, veggies and fruit.

We also know operators need to feel confident about the foods they are serving. That's why Hormel Foodservice has been at the forefront of innovative food processing and food safety. We have invested in **TRUETASTE®** Technology, a high pressure pasteurization process that brings safe, great tasting sliced meats with an extended shelf life through our **BREAD READY®** and **NATURAL CHOICE®** Brands.

And while innovative products and innovative processes are indeed valuable, we never forget that the true innovation of Hormel Foodservice lies within our people. They bring the ideas. They bring the dedication. But most importantly, they bring the desire to collaborate. They listen. They are experts in the items we sell, but they are also students of our industry. Students of our customers. They are constantly working with operators in order to further the goals of offering food that has the power to excite, nourish, inspire and unite.

Looking back over the last 25 years of Hormel Foodservice, and even further to the last 125 years of Hormel Foods, we can point to a long list of relevant products that have helped feed a hungry nation. We're proud of that. But our real legacy, what we're most proud of, is undoubtedly the people behind those solutions, and the people that rely on those ingredients every day to support and build their business. As we look to the future, we vow to be a leader in relevant and responsible food innovation. Just as our visionary founder asked us to do, so many years ago.