SPAM® Family of Products
FACT SHEET

Product Description:

The *SPAM*® family of products, conveniently packaged in pull-top cans, is made of just a few simple ingredients: ham, pork, sugar, salt, water and a little potato starch. The distinct savory and salty-sweet taste has been enjoyed by millions for generations, making it a pop culture icon that has stood the test of time. *SPAM*® luncheon meat was first produced in 1937. It was one of the first convenient, moderately priced and great tasting meat products on the market. Sales continue to expand nationally and internationally. Since 1937, more than 7 billion cans have been sold. It is sold on every continent except Antarctica and in more than 99 percent of U.S. grocery stores. In the U.S., three *SPAM*® Classic cans are consumed every second. More than 122 million *SPAM*® Classic cans are sold worldwide each year, 90 million in the U.S. alone. On a per capita basis, Hawaii, Alaska, Arkansas, Texas and Alabama are the heaviest consumers of *SPAM*® products in the U.S., with Hawaii being the leader.

Varieties:

- *SPAM*® Classic
- *SPAM*® Lite
- *SPAM*® Less Sodium
- *SPAM*® Hot & Spicy
- *SPAM*® Hickory Smoke Flavored
- *SPAM*® Oven Roasted Turkey
- *SPAM*® with Bacon
- *SPAM*® with Cheese
- *SPAM*® Black Pepper
- *SPAM*® Jalapeño
- *SPAM*® Spread
- *SPAM*® Single Classic
- *SPAM*® Single Lite

Suggested Retail Price:

The average retail price of a 12-ounce can is $2.64.

Availability/Distribution:

The *SPAM*® family of products is produced in two U.S. locations: Austin, MN and Fremont, NE, and in two foreign countries: Denmark and South Korea. The *SPAM*® trademark is registered in more than 100 countries worldwide, and the product is sold in nearly 50 nations, from Andorra to Zimbabwe.

For More Information:

Visit http://www.SPAM.com, http://www.hormelfoods.com or contact
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SPAM® Family of Products – World War II
FACT SHEET

The *SPAM®* Brand – Timeless:

Since 1937, millions of people have enjoyed the distinct savory and salty-sweet taste of *SPAM®* products alone or as part of delicious dishes, such as *SPAM®* Classic and eggs, *SPAMBURGER®* Hamburger and *SPAM®* Musubi, just to name a few.

It is one of the few products in the world that is known by a common brand name in all languages. The *SPAM®* trademark is registered in more than 100 countries worldwide, and the product is sold in nearly 50 nations, from Andorra to Zimbabwe.

***SPAM®* Products in World War II:**

During World War II, *SPAM®* products became a Lend-Lease commodity and contributed to the feeding of allied civilians and the armed forces. If military medals had been awarded to food products, *SPAM®* products would surely have walked off with the top honors.

If it is true that an army travels on its stomach, the allied forces most certainly traveled the road to victory on stomachs filled with *SPAM®* products. Meat and other food were an important part of the United States contributions to the total war effort. Canned meat became of particular importance, and *SPAM®* products were singled out as a product that could be shipped anywhere in the world without refrigeration.
The original 12-ounce can of *SPAM®* luncheon meat was reserved for use by allied civilian populations and a new larger 6-pound luncheon meat was created for military shipments.

SPAM® products became a staple in pantries on the home front as well as the battlefield. The famous U.S. broadcast journalist Edward R. Murrow commented in 1942, “This is London. Although the Christmas table will not be lavish, there will be *SPAM®* luncheon meat for everyone.”

Because of its role in providing sustenance during the war, there was a warm and responsive feeling that *SPAM®* products “belonged” to everyone everywhere in the world.

The *SPAM®* Brand Today:

The *SPAM®* family of products recently celebrated its 75th anniversary and is still as relevant today as was when it was first introduced. To date, nearly 7 billion cans of *SPAM®* products have been enjoyed around the world.
SPAM® family of products are available in storage-friendly 7-ounce and 12-ounce cans and are sold in a variety of unique and fun flavors including: Classic, Lite, Less Sodium, Hickory Smoke Flavored, Oven Roasted Turkey, Hot & Spicy, Black Pepper, Jalapeño, *SPAM®* with Cheese, *SPAM®* with Bacon and *SPAM®* Spread.

SPAM® Singles
FACT SHEET

Product Description:

World famous *SPAM®* Classic has come out of its blue and yellow can with the nationwide launch of *SPAM®* Singles. *SPAM®* Singles offer the distinct savory and salty-sweet taste that *SPAM®* products have delivered to billions of SPAM™ lovers for 75 years in a convenient, single-serving, foil pouch.
In 1937, *SPAM®* luncheon meat was one of the first convenient, moderately priced and great tasting meat products on the market.
Today, *SPAM®* Singles offer that same great taste in an easy-to-open individual serving for on-the-go consumers.

SPAM® Singles are fully cooked and ready-to-eat whenever or wherever hunger strikes – no refrigeration needed.

Ingredients:

The *SPAM®* Single is made of just a few simple ingredients including ham, pork, sugar, salt, water and potato starch.

Varieties:

There are two tasty 3-ounce varieties of *SPAM®* Singles to enjoy:

- *SPAM®* Single Classic
- *SPAM®* Single Lite with less fat, fewer calories and less sodium per serving.

SPAM® Singles join the other items in the *SPAM®* Family of Products including: Classic, Lite, Less Sodium, Hickory Smoke Flavored, Oven Roasted Turkey, Hot & Spicy, Black Pepper, Jalapeño, *SPAM®* with Cheese, *SPAM®* with Bacon and *SPAM®* Spread.

Price:

The average retail price of a *SPAM®* Single is $1.39.

Availability:

SPAM® Singles are available in major grocery stores nationwide.

For More Information:

Visit http://www.hormelfoods.com or contact
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