



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

SPAM Meals:

SPAM® Meals for 1 are available in the following 4 varieties:

- *SPAM®* & Red Beans with Rice
- *SPAM®* & Penne Pasta in Alfredo Sauce
- *SPAM®* & Roasted Potatoes with Gravy
- *SPAM®* & Sausage Jambalaya

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® 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 Julie Craven, Hormel Foods, media@hormel.com, 507-437-5345 Allison Cory, Burson-Marsteller, allison.cory@bm.com, 312-596-3416

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