



Hormel® Bacon FACT SHEET

Product Description:

Hormel Foods has been perfecting the flavor of bacon for more than 100 years. The strict specifications and natural hardwood smoke allow Hormel Foods to produce the highest quality bacon. Maximizing consistency, leanness and quality, *Hormel®* bacon delivers a meaty flavor perfect for any meal occasion.

Hormel Foods offers *Hormel® Black Label®* raw bacon as well as microwave-ready and fully cooked bacon, which are convenient choices for today's busy lifestyles.

Hormel® microwave-ready bacon comes in individual packages of four slices each, making single-serving uses easier and more convenient. The product is raw and cooks in the microwave on an innovative pad, which soaks up grease. Bacon lovers can enjoy authentic bacon taste with less preparation time and no messy clean up.

Varieties:

- *Hormel® Black Label®* Center Cut
- *Hormel® Black Label®* Lower Sodium
- *Hormel® Black Label®* Maple
- *Hormel® Black Label®* Original
- *Hormel® Black Label®* Thick Slice
- *Hormel® Black Label®* Thick Slice Applewood Smoked
- *Hormel®* Fully Cooked
- *Hormel®* Microwave-Ready

Suggested Retail Price:

- The suggested retail price of *Hormel® Black Label®* raw bacon varieties are \$4.99 per 16-ounce package (includes lower sodium, maple, original and thick slice varieties).
- The suggested retail price of *Hormel® Black Label®* raw center cut is \$4.99 per 12-ounce package.
- The suggested retail price of *Hormel®* fully cooked bacon is \$3.49 per 2.1-ounce package (14-16 slices).
- The suggested retail price of *Hormel®* microwave-ready bacon is \$5.99 per 12-ounce package.

Availability/Distribution:

Hormel® bacon can be found in the refrigerated meat case at grocery stores nationwide.

For More Information:

Visit <http://www.hormel.com> or contact Julie Craven, Hormel Foods, media@hormel.com, 507-437-5345 Sarah Callahan, Burson-Marsteller, sarah.callahan@bm.com, 312-596-3430