Hormel® Natural Choice® Product Line
FACT SHEET

Product Description:

Hormel® Natural Choice® products are gluten free, have zero preservatives and are 100 percent natural with no artificial colors or flavors, and no added nitrites or nitrates, leaving only great taste. The line contains delicious, premium deli sandwich meats, Applewood smoked dinner ham, carved chicken breast, bacon, Canadian bacon, pepperoni, hard salami and sausage. The products feature recyclable outer packaging in distinctive brown and green earth tones.

Employing a cutting-edge water-based pasteurization process, *Hormel® Natural Choice®* products are sliced, sealed and packaged, and then placed in a TRUETASTE™ technology chamber where 87,000 pounds per square inch of water pressure are exerted, protecting against harmful bacteria. The process is all-natural, USDA approved and doesn't compromise the meat's great taste, texture, appearance or nutritional value.

Nutritional profile:

- 100 percent natural with no artificial colors or flavors.
- Zero preservatives: using high pressure instead of preservatives helps achieve great taste, quality and nutrition of *Hormel® Natural Choice®* products.
- No nitrites or nitrates added: *Hormel® Natural Choice®* products use high-pressure pasteurization instead of nitrites and nitrates to protect against bacteria.
- Gluten free: gluten is a protein that occurs naturally in barley, rye, oats and wheat.
- Trans fat free: trans fats are typically found in processed snack and dessert products due to the presence of hydrogenated vegetable oil.
- No MSG added: MSG is a flavor enhancer found in some processed foods.

Varieties and Package Size:

Deli Sandwich Meat

Varieties:

- Oven Roasted Deli Turkey
- Smoked Deli Turkey
- Honey Deli Turkey
- Honey Deli Ham
- Cooked Deli Ham
- Smoked Deli Ham
- Roast Beef
- Hard Salami
- Rotisserie Style Chicken Breast
- Brown Sugar Deli Ham
- Mesquite Deli Turkey
- Cracked Black Pepper Deli Turkey
- Sun-dried tomato turkey
- Cherrywood smoked ham

Package Size: 8 ounces, 7 ounces, or 6 ounces (roast beef). Family packs are 14 ounces and available in oven roasted turkey, honey ham and smoked turkey varieties.
Suggested Retail Price: $3.99 – $4.29 per package. Family Packs Suggested Retail Price is $5.99

Bacon

Varieties:

- Original Bacon

Package Size: 12 ounces
Suggested Retail Price: $4.79-$4.99 per package

Canadian Bacon

Package Size: 6 ounces
Suggested Retail Price: $3.49 per package

Carved Chicken Breast
Varieties:
- Grilled Carved Chicken Breast
- Oven Roasted Carved Chicken Breast

Package Size: 6 ounces
Suggested Retail Price: $3.49 per package

Chicken Sausage
Varieties:
- Apple Gouda Chicken Sausage
- Jalapeno Cheddar Chicken Sausage

Spinach Asiago Chicken Sausage *Package Size*: 12 ounces
Suggested Retail Price: $4.99

Dinner Ham
Varieties:
- Applewood Smoked Dinner Ham

Package Size: Varies
Suggested Retail Price: $4.99 per pound

Pepperoni
Package Size: 3.15 ounces
Suggested Retail Price: $2.19 per package

Smoked Sausage
Varieties:
- Beef Smoked Sausage
- Original Smoked Sausage
- Turkey Smoked Sausage

Package Size: 12 ounces
Suggested Retail Price: $5.99

Availability/Distribution:

Hormel® Natural Choice® deli sandwich meats can be found in the meat case at major grocery stores nationwide.

Hormel® Natural Choice® Applewood smoked dinner ham, carved chicken breast, bacon, Canadian bacon, pepperoni and sausage are available at select grocery retailers across the U.S.

For More Information:

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