Lloyd's Barbeque Company
FACT SHEET

Product Description:

Lloyd's Barbeque Company offers slow-cooked barbeque ribs, shredded barbeque meat and hardwood-smoked barbeque entrees. *Lloyd's*® Barbeque is the number one selling fully cooked barbeque in the retail sector. The signature sauce crosses all boundaries and pleases all barbeque palates, from the tried-and-true to the new.

Lloyd's® products are easy barbeque solutions for the time-pressed cook looking to make a savory, fun meal for the entire family.

- *Lloyd's*® ribs are slow-cooked and slathered in delicious barbeque sauce.
- *Lloyd's*® barbeque tubs are full of shredded meat, slow-cooked and covered in *Lloyd's*® famous sauce.
- *Lloyd's Woodfire Barbeque*® meats are a line of sauceless meats slow cooked for hours using real hard woods like hickory to highlight their unique flavors. They are a start to a great-tasting meal, providing consumers the opportunity to add their favorite sauce to make it their own.

All *Lloyd's*® BBQ tubs are recyclable and re-sealable, and no longer have the throw-away paper sleeve. Instead, all dietary and product information is printed directly on the tub.

All *Lloyd's*® BBQ ribs and tubs are gluten free.

Varieties:

BBQ Tubs

- Shredded pork in original BBQ sauce
- Shredded beef in original BBQ sauce
- Shredded chicken in original BBQ sauce
- Shredded pork in honey hickory BBQ sauce
- Shredded chicken in honey hickory BBQ sauce
- Single serve shredded pork in original BBQ sauce
- Single serve shredded beef in original BBQ sauce
- Single serve shredded chicken in original BBQ sauce

Lloyd's Woodfire Barbeque® Meats

- Pulled pork
- Pulled chicken
- Shredded beef brisket

Ribs

- Babyback pork ribs with original BBQ sauce
- Babyback pork ribs with honey hickory BBQ sauce
- Center cut beef ribs with original BBQ sauce
- Babyback pork ribs with original BBQ sauce (20.8 ounce)
- St. Louis style pork spareribs with original BBQ sauce
- Junior ½ rack St. Louis style pork spareribs with original BBQ sauce

Suggested Retail Price:

- The suggested retail price of *Lloyd's*® BBQ tubs is $5.99 for an 16-ounce pork or chicken package and 15-ounce beef package.
- The suggested retail price of *Lloyd's Woodfire Barbeque*™ meats is

$6.99 for 12 ounces of pulled pork and pulled chicken, and 10 ounces of shredded brisket.

- The suggested retail price of *Lloyd's*® ribs ranges from $14.99 - $18.99 for a 2.34-pound rack.
- The suggest retail price of *Lloyd's*® babyback ribs in original BBQ sauce (20.8 ounce) is $11.99.
- The suggested retail price of *Lloyd's*® Jr. ½ rack spare ribs is $8.99.

Availability/Distribution: *Lloyd's*® products can be found in the refrigerated meat case at grocery stores nationwide.

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

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