WINTER 2016

HORMEL FOODS



PROTEIN Look Good and Feel Even Better

-> Word on Wate

We're inspired by Foodies and the fact that **Good taste** never goes out of style.



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HOME FOR THE HOLIDAYS 24

Heartwarming traditions from our families

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Culinary tastemakers share what they want for Christmas

THE FUTURE OF OUR FOOD SYSTEM

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A dive into the conversation of our future challenges

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THE HOLIDAYS CAN BE A POLARIZING TIME.

A time of joy when family gathers from near and far—and also a time of pressures and expectations for traveling, gifting and hosting.

In this month's issue of Inside Hormel Foods, we have created a special entertaining section to help you prepare for the holidays. We also wanted to share special holiday traditions from our employees, and the responses will remind you how lucky we are to work for a company that hires such inspiring people.

Additionally, as a nod to our new vision statement, we have profiled a farm family who has supplied to Hormel Foods for over 60 years, and one of our company locations that embodies our small towns, big hearts mantra.

Finally, we congratulate Jeff Ettinger, on his retirement and the advancement of Jim Snee to CEO. Jeff's leadership has resulted in tremendous growth through acquisitions, organic growth and a continued focus on new product innovation, and we look forward to Jim's leadership going forward. We have included a Q&A with their accomplishments and visions for the future.

Enjoy your holiday celebrations and we look forward to producing our quarterly magazine for you!

Matalie Katie

Natalie Baudler and Katie Plumski



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Finlandia, FIJI Water, MGM Resorts, Carnival Cruises and many other consumer favorites the newest being Hormel Foods. She's had a great time being introduced to people around the Hormel family of brands by way of your holiday anecdotes and wellness tips.

NEVIN MARTELL



Nevin Martell is a D.C.based food, travel, and lifestyle freelance writer who has been published by the Washington Post, New York Times, Saveur,

Fortune, Travel + Leisure, Runner's World, and many other publications. He is the dining editor for DC Modern Luxury, and the author of seven books, including The Founding Farmers Cookbook: 100 Recipes for True Food & Drink, It's So Good: 100 Real Food Recipes for Kids, the travelogue-memoir Freak Show Without a Tent: Swimming with Piranhas, Getting Stoned in Fiji and Other Family Vacations, and the small-press smash Looking for Calvin and Hobbes: The Unconventional Story of Bill Watterson and His Revolutionary Comic Strip. Currently, he is co-writing Red Truck Bakery's cookbook, which will be published by Clarkson Potter in spring 2018.

ELVA RAMIREZ



Elva Ramirez is a veteran reporter and video producer, notching ten years' experience at the Wall Street Journal. She was part of the Journal's

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OPEN WDE Your Mouth, not your pocketbook.

Ever find yourself in lunchmeat limbo thinking, "do I get the meat with ingredients I can't even pronounce, or the super expensive, fancy 'hey, look at me' stuff." It's either **affordable** or natural. Guess what: you can have both. Have more, not less! Stack it high to the sky! Now that you Know, it's easy.



MAKE THE NATURAL CHOICE®



serving suggestion



CHRISTMAS IN THE STUDIO

It's been Christmas in the studio for quite some time now! It wasn't long after the 125th anniversary celebration that the Studio H team began the conversation about creative content for our next issue of Inside Hormel Foods magazine. And, while we may have different holiday traditions, one thing we can all agree on is that the holidays are an all-around fun time of year to design for!

As the culinary and creative center for the company, the Inside Hormel Foods magazine is one of our favorite projects to work on because it allows us an opportunity to provide our readers with content that we're passionate about and also to work on pieces that fall a little outside the norm on our to-do lists. The holidays are all about bringing people together - and what better vehicle for that than great food?!

We're excited to share with you some of the brilliant recipes, gorgeous photography, simple entertaining tips, fun illustrations, video content and much more that we've created for this issue right here in our little corner of Corporate Office South.

Cozy up with a good cup of coffee or hot chocolate and enjoy imagining the forts that were built around studio sets, the paint on our desks (literally!), the "quality control" tests done during recipe development and the thrill of the hunt for Christmas props in September, all to bring the winter issue of this magazine to you.

Wishing you and your family a happy, healthy and inspiring New Year!

Holly Car Esalett Some Any Angle Mideel

The Creative Team at Studio H:

Holly Goergen, graphic designer; Cory Howe, food photographer; Elizabeth Leyk, graphic designer; Gene Lifka, multimedia specialist; Amy Marcks, graphic designer; Mark Reed, multimedia specialist; Angela Sellers, food specialist; and Michael Yaremchuk, supervisor of creative services

FREELANCE WRITERS

ALYSSA SHELASKY



Alyssa Shelasky is a Brooklyn-based writer. Her work in food, travel, and lifestyle can be found in New York Magazine, Self, Town & Country,

Conde Nast Traveler and Bon Appetit, among others. She's the author of the best-selling memoir, Apron Anxiety: My Messy Affairs In and Out of the Kitchen and the upcoming How To Not Get Married. She loves Coastal Maine, her daughter Hazel Delilah, and wishes she never discovered Justin's Dark Chocolate Peanut Butter Cups.

ETHAN WATTERS



Ethan Watters is an author, journalist and trend spotter who has spent the last two decades writing about culture and social psychology. Most

recently, he is the author of Crazy Like Us: The Globalization of the American Psyche. Prior to that, he wrote Urban Tribes: Are Friends the New Family?, an examination of the growing population of the "never marrieds." Watters is a contributor to The New York Times Magazine, Outside, Discover, Men's Journal, Details, Wired, and This American Life. His writing on the new research surrounding epigenetics was featured in the 2003's Best American Science and Nature Writing series.



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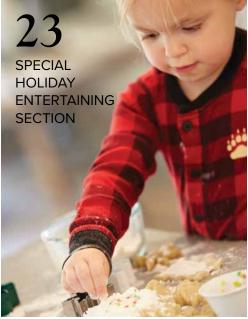
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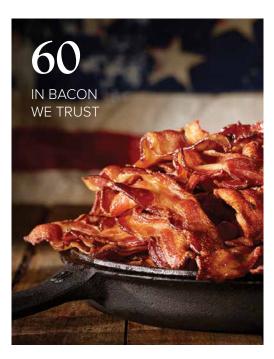
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Family Farms

Unsung Heroes, Feeding the World By Katie Plumski amily farms are unsung heroes who work each day to feed the world, and Hormel Foods is inspired by their stories.

Meet: Gary and Jane, and their sons Matt and Pat. They are a farm family in Minnesota, near a town with a population less than 1,000. Gary and Jane started their farm together with just 12 pigs and now, with their sons, they raise pigs, corn and soybeans. This family has been a supplier to Hormel Foods for over 60 years.

"I feel that it is probably one of the most important vocations you can have in life," Jane explained about being a farmer. "I think the family farm is the backbone of what agriculture is and what I want agriculture to be."

The family has been recognized for their work and has been named Farm Family of the Year by both local and state pork organizations, and all of their children have served as local pork ambassadors, telling the story of how their family raises pigs.

"Their strong work ethic is reflected in the entire family's involvement in learning, growing and offering support to other farm businesses in their community and internationally," stated a local newspaper after the family was recognized.

This family has hosted groups from Denmark, Japan, Germany and Mexico to tour their farm and to learn from their example, and Gary has even traveled to Denmark to share the family's story.

Gary and Jane and their family are an inspiring example of what it means to be stewards of the earth while feeding the world, and Pat, one of Gary and Jane's sons, reminded us, "There are thousands of families like us across the country that do what we do every day."

"AGRICULTURE is the most HEALTHFUL, most USEFUL and most NOBLE EMPLOYMENT of MAN."

George Washington





Winter Issue 9

FROM THE **DESK** OF..

Inside Hormel Foods editor Natalie Baudler asked Jim Snee, the company's president and newest CEO, and Jeff Ettinger, our recently retired CEO and current chairman of the board, a few questions about the past successes of our company and what the future looks like.

JEFF ETTINGER

Natalie Baudler: What has been the biggest change you've seen at Hormel Foods during your time as CEO?

Jeff Ettinger: The addition of exciting new franchises (*SKIPPY*[®] peanut butter, *Wholly Guacamole*[®] dips, the *Hormel*[®] *REV*[®] brand, Applegate Farms, Justin's, Cyto-Sport and the *Muscle Milk*[®] brand, and the *Hormel*[®] *Vital Cuisine*[®] line of products) to our strong portfolio of legacy products (*Hormel*[®] pepperoni, *Hormel*[®] chili, the *SPAM*[®] family of products, *Hormel*[®] *Always Tender*[®] fresh pork and Jennie-O Turkey Store products).

NB: What are you most proud of from your career at Hormel Foods?

JE: The success our team has been able to achieve in terms of our growth in sales and earnings, and the numerous ways our company has found to share in this success with our team members and our local and global community.

NB: Where do you see Hormel Foods going in the next 5-10 years?

JE: I believe we will become a more global company.

NB: In terms of people, how has Hormel Foods evolved and what is your vision for how the company will continue to evolve?



JE: Our diversity and inclusion efforts have been important to making our company respond to today's multicultural consumer base, and I see an acceleration in this effort in the years to come.

NB: What has made the biggest impact in terms of products and our evolving portfolio during your tenure?

JE: Embracing that many consumers (particularly younger ones) are seeking healthy, holistic and/or on-the-go products to meet their active and connected lifestyles.



JIM SNEE

Natalie Baudler: We recently launched new cultural beliefs and a new purpose statement. What do these mean to you?

Jim Snee: The purpose and beliefs really capture the essence of who we are as a team and as a company. They assist all team members in aligning around company and area key results. It has been incredibly powerful to see the positive reaction across all parts of the company.

NB: Where do you see the company going in the next 5-10 years?

JS: I see us becoming more inclusive and diverse across the entire company while continuing our track record of growth through a balance of legacy businesses and new platforms. NB: In terms of people, how has Hormel Foods evolved and what is your vision for how the company will continue to evolve?

JS: We will continue to evolve into a more diverse team as we continue our tradition of fostering careers with core management tenure significantly above any of our peers.

NB: Where do you see the biggest opportunity in terms of our product portfolio?

JS: We have significant opportunities to make our portfolio more global, multicultural, healthy/holistic and portable (on the go). No other company innovates and executes like we do.



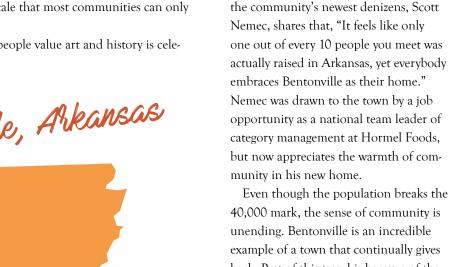
America's landscape is dotted with small towns, each filled with unending displays of people with big hearts. Picture this place in your mind:

A bustling Saturday morning farmers' market that has been providing the community with a diverse array of homegrown produce, homemade crafts and a sense of community for over forty years.

There are monthly community festivals in the town square featuring live music and family activities that bring together thousands of residents, a scale that most communities can only organize yearly.

It's a community where people value art and history is celebrated daily.

This town is Bentonville, Arkansas



unending. Bentonville is an incredible example of a town that continually gives back. Part of this trend is because of the influence the Wal-Mart business has. A businesses started by the Walton family in the town in 1950, the company has set the trend for other businesses to follow. The Hormel Foods sales office in Bentonville participates regularly in community events, charity fundraisers and community service activities.

"From its embrace of art and stew-

gastronomy and a strong connection to

nature, this new American town inspires

a feeling that you can't quite put your finger on," a newspaper portrayed in a

The type of people you will find in

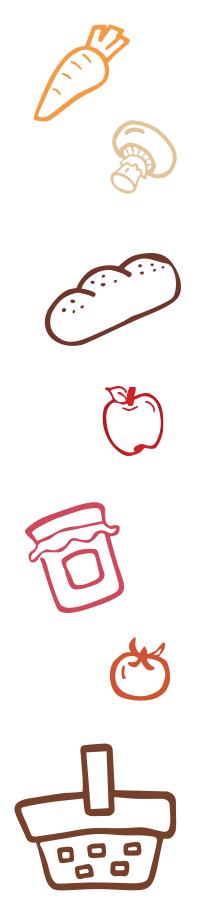
this town is unmatched as well. One of

ardship of community, to refined

recent article.

From the ongoing partnership with the Northwest Arkansas Children's Shelter and the Boys' and Girls' club, to the recurring community service activities done as a group, including the Heart Ball with Mercy Clinic and the various philanthropic fundraising events, the Hormel Foods team in Bentonville is filled with big hearts, as is much of the town.

You don't have to go far, you don't even have to leave the city square, to quickly find out why this community is a beloved small town and why good-hearted people are so quick to call it home.



What's Inside?

Let's take a look at some of our favorite salsas and what makes them so delicious – and simple!

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14 inside Hormet Foods

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What's Inside?

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Watch a video on how it's made!

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Winter Issue 15

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What's Inside?

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'n New York's trendsetting cooking scene, SPAM[®] is stepping into the spotlight. At Noreetuh, an acclaimed modern Hawaiian restaurant in Manhattan's East Village, SPAM[®] is served alongside braised pork and tuna poke entrees. The restaurant opened in January 2015, and it soon garnered a 'Critic's Pick' accolade from New York Magazine and a recommendation from the Michelin Guide.

Chef Chung Chow, who grew up in Oahu, picked up haute cuisine cred working in the kitchens at Per Se and Lincoln Ristorante. But for his first venture, opened with Per Se alums and partners, Gerald San Jose and Jin Ahn, Chef Chow reimagined the comfort food flavors of his island youth.

And so SPAM[®], the 75-yearold meat in a can, got a culinary makeover.

"We wanted to find a filling that represented who we are," Chef Chow says of his thoughts on approaching a signature pasta dish. "The first thing that came to mind was SPAM[®]."

Chow grinds the pork up with a little bit of mascarpone cheese, some potato and lemon zest. The filling is stuffed into freshly-made

The restaurant's goal is to create an atmosphere where guests can enjoy food artfully crafted by Chef Chung Chow paired with an approachable wine list in an enjoyable and casual environment, thus lending to the name noreetuh, which means playground in Korean. Ilmit

 \bigotimes



agnolotti pouches and served with seasonal vegetables. As of late summer, the dish arrives with summer truffles, yu choy and smoked ham broth.

The choice to put SPAM[®] inside pasta is a way to lure newcomers to try the dish. Chow acknowledges that some of his customers, who didn't grow up with the product, are leery of it.

"It's just another meat product," he says. "Unfortunately, it's in a can so it can have a bad rap. I don't know why. People eat hot dogs, which are more processed than SPAM[®]."

Noreetuh's weekend lunch menu features a traditional Hawaiian breakfast with SPAM[®], fried eggs and Portuguese sausage.

SPAM[®], Chow says, is a pretty foolproof product, but there can be a few tricks to finding new uses for it.

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Noreetuh, an acclaimed modern Hawaiian restaurant in Manhattan's East Village.

As the holidays near, he suggests grinding or cutting it finely and then using it instead of giblets for a holiday stuffing.

If you julienne cut it, you can use it as a bacon substitute for a cobb salad.

As for his personal favorite way to eat SPAM[®], Chow prefers a more minimalist approach. "I take a couple of slices, sauté it and put it over rice," he says. "Then I put a little soy sauce over it."



By Ethan Watters

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ast year, the World Economic Forum named water the No. 1 risk factor facing the planet. Given the numerous stresses on our complex and interconnected water system, the ranking is well deserved.

Agriculture accounts for 70 percent of fresh water use worldwide, but one-third of all the world's food is grown in areas stressed by drought or increasingly contentious competition over water. The most productive farming regions — including California's Central Valley, the North China Plain and the Great Plains of America — are overtaxing their water supply. Droughts and climate change are disrupting rain patterns, while underground aquifers that have existed for millennia are drying.

To help face these realities, Hormel Foods has taken up the AgWater Challenge. A joint project of Ceres and the World Wildlife Fund, the challenge is intended to create aggressive and transparent targets for the conservation and sustainable treatment of water through the agricultural supply chain. At the end of the challenge, companies able to demonstrate top tier leadership will be recognized as "Ag-Water Stewards."

Taking the AgWater Challenge is one of many examples of the company's commitment to water conservation. Using 2011 as a benchmark year, the company internally committed to save half a billion gallons by 2020. The company has found opportunities to conserve water in many places. Upgrading the high-pressure belt washers in the Austin (Minn.) Plant, for instance, will save over four million gallons of water. Similarly, more efficient nozzles in the Jennie-O Turkey Store plant in Faribault, Minn., will save 34 million gallons. With such efforts, the company has already reached 83 percent of its 2020 goal and is on pace to reach the half-billion gallon reduction target well ahead of that deadline.

Significant as those water savings are, Tom Raymond, director of environmental sustainability at Hormel Foods, sees an even greater opportunity. While each company must do its part, the promise for a true change lies in working collaboratively and transparently with non-profits, competitors and partners throughout the food industry.

"The commitment and drive for improving sustainability is strong within Hormel Foods" Raymond said. "But, we realize that we need to tap into external expertise on a much higher level to achieve our desired results. The AgWater Challenge allows us to share our knowledge and achievements while providing us access to third-party experts and peer-to-peer learning of best practices."

In taking on the AgWater Challenge, Hormel Foods has committed to developing a comprehensive sustainable agriculture policy and goals that will include specific expectations related to water stewardship. "We look forward to sharing our vision of improved water stewardship and sustainable sourcing throughout our supply chain," Raymond said. "This is part of an ongoing collaboration between all stakeholders to ensure we protect and strengthen our shared water systems."

The AgWater Challenge is not the company's only multi-stakeholder project. Hormel Foods is a founding member of programs including the Minnesota Environmental Initiative's Sustainable Growth Coalition and the Bipartisan Policy Center's Call to Action on the Future of Sustainable Agriculture.

Adding up all the lakes, glaciers, ponds, rivers, aquifers and wetlands, freshwater accounts for only three percent of the Earth's water. Freshwater habitats compose only one percent of the world's total surface, and many of these wet places are disappearing at a rapid rate. Projects like the AgWater Challenge that push companies to be increasingly transparent, collaborative and outward facing, are becoming exceedingly important for protecting the future of water. "The commitment and drive for improving sustainability is strong within Hormel Foods."

Tom Raymond, director of environmental sustainability, Hormel Foods



BAKE A BATCH OF PEANUT BUTTER & JOY





Chocolate Covered PB Balls

recipe at peanutbutter.com



HOME for By Lena Katz WHOLLOAYS

Family Traditions from our Inspiring Employees in the Hormel Foods Family

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The best thing about winter holiday season is how it brings people together. It's the season to spend time with family, show friends and colleagues how much you appreciate them, and get a little closer to your community. In that spirit, we asked employees across the Hormel Foods family to share their unique and heartwarming holiday traditions. From quirky to inspiring, showing love for family, faith and home – this collection of stories makes us grateful to be part of such a diverse and spirited American company. Thanks to all who shared.

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"My desire for the perfect Christmas exterior illumination is the holiday tradition that is hardest for most people to understand. There is really no good reason for me to climb up on my two-story roof and hang over the edge in sleet or snow, in order to light up my house ... but I do it every year. I believe it is a dominant gene I inherited from my father."

- Jeff Baker, group vice president of foodservice



"Jean and I met at Applegate four years ago and were married last year. We like to host — Jean is the decorator and planner, and I do the cooking. We typically host three or four holidays a year with Jean's family, my "Our Watch Night service tradition originates from 1862, when the slaves were set free. On the night of December 31st, they were watching and waiting to hear that the Emancipation Proclamation had been issued, but it wasn't till January 1 that they heard. Celebrations are still held in churches on New Years Eve. During our celebrations, we thank God for delivering us from anything that happened in the last year that was not positive, and we look to Him for guidance, to lead us in the new year with new and great opportunities. I'm a member of Ebenezer Baptist Church, the church where Dr. Martin Luther King, Jr. was a pastor. My church is my family. Our Watch Night has grown: We now have an early service at 7 p.m. for members who don't want to be out late in downtown Atlanta — in addition to the original New Years Eve service, which starts around 10 p.m. When that service hits midnight, everyone says "Hallelujah praise the Lord," and wishes each other a happy New Year. It's a very celebratory environment, with everyone giving thanks."

— Cassandra Griffin, Accountant, Atlanta Plant



family, or both. Jean's family has some 'fun' diet restrictions, including Celiac Disease. When we started hosting her family, it was something that I had to be very aware of when cooking. Knock on wood, I have not gotten anyone sick (that I know of — not that anyone would tell me I did anyway)." — Matthew Burkhart, inventory control manager at Applegate, with Jean Peters, manager of customer operations at Applegate

See page 37 to find out how many holiday meals Matthew makes for his extended family.



"I'm from Nigeria originally. I grew up in a particular place called Ogoniland, which is on the Niger Delta. Since 1956, oil drilling was polluting the water, drying the land. Nine Ogoni chiefs were killed when they led a protest. After that, we ran away in the early '90s to a UN refugee camp in Benin Republic. I was a leader in my camp, so I wrote a letter to the U.S. Government. After some months, we received word that the U.S. had heard about our situation. They sent a group to interview us. Three months after the interview, we found out that some of us would be approved to come to the U.S. At that point, another group came—to teach us how to live in the United States. It took one year from the time we arrived in the refugee camp to when more than 1,000 of us were flown to the U.S. on November 10.

We were dispersed to different states throughout the country: Arizona, Florida, Georgia, New York. But every November 10th we all come together in one of the asylum states to remember the struggle, and mourn the nine leaders who were killed. We observe Ogoni cultural activities and traditions, so we don't forget the homeland we left behind. It is a reunion, a commemoration of sad memories and a celebration of the people who helped us." – Patrick Akina, filler operator

at the Atlanta Plant

"As a Muslim, we have a whole different calendar. We have a lunar calendar; Christians have a Gregorian calendar. Sometimes it corresponds, sometimes it doesn't. We only have two major holidays on the Muslim calendar: Eid ul-Adha, which commemorates the sacrifice of Abraham, and Eid al-Fitr, which comes at the end of the fast month of Ramadan. We also have certain days we observe, not so much a holiday as a giving of thanks. For example, we fast to give thanks for Ashura — the deliverance of the Jews of Israel from the Egyptian Pharaoh.

When the days of observance on our yearly calendar don't correspond with the Gregorian/Western calendar, we are grateful for the time off, and use it to be home with our families." — Travis Benson, quality control auditor at the Atlanta Plant



"My son and I started a tradition when he was three: we make homemade gifts for friends and family members. In the beginning, we made plates of cookies and treats. For the last couple of years, we have evolved into homemade soap, lip Nucle especially for you

balm and body butter. We have so much fun creating our products, packaging them and giving them to loved ones! The spirit of giving at Christmas has become the best part of the season for us!" — Meghan Baumann, brand manager



"Christmas traditions in the Marconi home includes listening to Christmas carols in English and in Spanish, inviting friends and family to decorate the tree, putting lights around the house and creating a small manger. Our big celebration is Christmas Eve, instead of Christmas Day. This is a very special occasion in which dinner is served at around 10 p.m., consisting of turkey, ham or lasagna." — Luis Marconi, group vice president of Grocery Products

HOLIDAY ENTERTAINING

Food Photography, Recipe Development, Food Styling & Art Direction by Studio H

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PEPPERONI PIZZA STICKS

hands-on time: 15 minutes | total time: 30 minutes | serves: 8

- 18 (3 ¹/₂-inch) wonton wrappers
 1 (3.5-ounce) package *Hormel*[®] deli sandwich style pepperoni slices
- 9 (4 $\frac{1}{2}$ -inch) mozzarella cheese sticks, cut in half

Oil for frying

Marinara sauce for dipping

Garnish: freshly grated Parmesan cheese, chopped fresh parsley leaves

Brush edges of wonton with water. Place 1 pepperoni slice in center of wonton (point side down). Place cheese stick half in center. Fold bottom corner up and roll to seal. Heat oil to 325°F. (using candy thermometer). Carefully place in hot oil and fry 2 to 3 minutes or until golden. Drain. Serve with heated marinara sauce. Sprinkle with Parmesan cheese and chopped fresh parsley, if desired.

Nutritional information per serving: Calories: 331, Protein: 18g, Carbohydrate: 37g, Fat: 11g, Cholesterol: 32mg, Sodium: 777mg

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WILD MUSHROOM -BACON (HEESE TARts

hands-on time: 20 minutes | total time: 35 minutes | serves: 12

2 (10-ounce) packages frozen puff pastry shells
1 tablespoon olive oil
1 leek, thinly sliced (about 2 cups)
4 strips *Hormel® Black Label®* bacon, chopped
8 ounces mushrooms, coarsely chopped
1 teaspoon chopped fresh rosemary leaves
½ teaspoon kosher salt
1¼ cups grated Gruyere cheese

Bake shells according to package directions. Remove tops and cool to room temperature. In large skillet, heat oil and cook leeks and bacon 10 minutes or until bacon is cooked through. Stir in mushrooms, rosemary and salt and cook additional 5 minutes. Let stand 15 minutes. Stir in cheese. Spoon leek mixture into pastry shells. Bake 15 minutes or until heated through and cheese is melted.

Nutritional information per serving: Calories: 281, Protein: 9g, Carbohydrate: 19g, Fat: 18g, Cholesterol: 18mg, Sodium: 410mg + + + +

SZECHUAN PORK SKEWERS

hands-on time: 15 minutes | total time: 1 hour 30 minutes | serves: 6

- 1 pound Hormel® Always Tender® pork tenderloin, cut into 1-inch pieces ¼ cup House Of Tsang® Szechuan spicy sauce
- 2 tablespoons rice wine vinegar
- 1 tablespoon olive oil
- 1 tablespoon light brown sugar Garnish: sliced green onions, crushed red pepper flakes

In large bowl, combine pork and next 4 ingredients, stirring to coat. Cover and refrigerate for at least 1 hour or up to 24 hours. Remove from marinade and discard marinade. Thread pork pieces onto soaked wooden or metal skewers. Prepare grill for medium heat. Grill pork skewers 12 to 15 minutes, turning often, until pork is cooked through. Garnish with green onions and crushed red pepper flakes, if desired.

Nutritional information per serving: Calories: 131, Protein: 13g, Carbohydrate: 5g, Fat: 6g, Cholesterol: 30mg, Sodium: 580mg

SMOKEO SALMON AVOCADO TOASTS

hands-on time: 10 minutes | total time: 10 minutes | serves: 1

1 slice pumpernickel bread, toasted
1 (2-ounce) package Wholly™ chunky avocado mini
3 slices smoked salmon
2 to 3 slices cucumber

Garnish: thinly sliced red onion, capers, fresh dill sprigs

Spread 1 side of bread with avocado. Top with smoked salmon slices and cucumber. Garnish with onion, capers and fresh dill sprigs, if desired. Cut if desired.

Nutritional information per serving: Calories: 291, Protein: 31g, Carbohydrate: 23g, Fat: 14g, Cholesterol: 56mg, Sodium: 871mg

> Visit Hormel Foods on Pinterest at: http://pinterest.com/hormelfoodscorp



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Winter Issue



From a rubber spatula to a vintage record player, here are 10 culinary taste-makers on their kitchen must-haves this holiday season.





Coffee Grinder Amazon, \$57.35 Daniel Holzman of The Meatball Shop in New York City

"The holidays mean lots of late nights, but that doesn't change the time I need to get The Meatball Shop every morning. I'm old school with my coffee and love to hand grind my beans!"



KitchenAid Pastry Blender Target, \$13.49

Jesse Schenker of The Gander in New York City

"My must have during the holidays is: PIES PIES PIES! You can never have enough pies at home or to bring to family and friends during holiday season. Staples will include pumpkin pie, apple pie, pecan pie and a Chef's twist 'Minced Meat Pie.' With this in mind, a great gadget to keep in the kitchen is the Kitchen Aid Pastry Blender. It's inexpensive and a great tool for making the best pies around (especially in a tiny New York City apartment)."



A Record Player

Jamie Bissonnette of Little Donkey in Boston

"For me it's all about having music in the kitchen, and my record player."



Fresh Nutmeg Spicely.com, \$11.99 Ben Daitz of Num Pang in New York City

"My holiday must have: fresh nutmeg and a microplane. I keep both in my pocket from November to January for all holiday emergencies. Perfect for both holiday food and drinks!" Mortar Grinding Bowl Amazon, \$26.60

Diego Moya of Blake Lane in New York City

"I do a lot of home cooking during the holidays and these bowls, which double as mortar and pestles, are lightweight, cheap and beautiful enough to serve on."







A Rubber Spatula Crate and Barrel, \$9.95 Mike Flowers, executive chef of PHD Terrace and The Rickey at Dream Midtown in New York City

"The only time of the year that my sweet tooth really comes out is during the holidays. I love to make cakes, cookies, pies, you name it. For pies especially, I love to use pumpkin. My favorite tool when making sweet preparations is a rubber spatula. It comes in handy with fillings, crusts, basically anything that comes out of a mixing bowl. It also eliminates waste as well which isn't such a bad thing."



Serrated Knife

J.L. Hufford, \$29.95 Jamie Feldmar, co-author of Taste & Technique: Recipes to Elevate Your Home Cooking

"A good serrated knife to carve roasts, slice beautiful loaves of bread, etc. I got my best one from a restaurant supply shop on the Bowery in New York." Huge Serving Platters Williams-Sonoma, \$19.95

Andrew Chadwick, executive chef at Sea Glass at Inn by the Sea in Cape Elizabeth, Maine

"This year, we will be serving holiday dinners family style with all the traditional New England fare, but adding a sprinkling of innovative and surprising menu offerings... so my 'must have' is lots and lots of huge serving platters!"







Chianti Wine.com, \$30.99

Ralph Scamardella, executive chef and partner of TAO Group

"My #1 kitchen musthave during the holidays is a nice dry bottle of Chianti Red Wine. It is a musthave for me because you can't cook with a wine you don't enjoy drinking. When I was younger, my father and I would make red wine together, it's a very nostalgic feeling that I enjoy deeply."



Garlic Shaker Garlicshaker.com, \$19.95

Danyelle Freeman, author of Try This: Traveling the Globe Without Leaving The Table

"No one loves their hands to smell like garlic, especially a week later, which is why I'm obsessed with this ingenious garlic shaker that shakes the peel off of every bulb of garlic."

BALANCE BURING THE HOLIDAYS

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By Lena Katz

The family of brands is ubiquitous on party buffets and home-style brunches. And, when you work with food every day, it's easy to slip into the role of neighborhood or family uber-host – the one everyone looks to for holiday cheer and endless snacks. Even if you stick with being a guest, it's easy to over-indulge. It is always tempting to say, "I'll skip exercising until the houseguests go home, or the temperature goes up."

But if balance is key to living one's best life, then too much holiday treating is actually not a gift to yourself. Health is happiness, and we gathered some advice from fitness enthusiasts, both in the Hormel Foods family and friends, who truly believe that. They shared tips for self-care during the holiday season. Be kind to your body this holiday season, and come into the New Year with a head start on your resolutions.



SMART PRODUCTION WORK-FLOW + FOOLPROOF KITCHEN TECH CAN MASTER ANY MENU

"My wife's family has some 'fun' diet restrictions. Three members of her family have Celiac disease, two more are gluten intolerant, and one is vegan and gluten intolerant. The workflow for cooking in our kitchen follows the basics of production. I produce the vegan and gluten free recipes first, then the just gluten free recipes second, and the non-gluten free recipes last. This helps prevent cross contamination. We try to serve everything gluten free for family events. I also like

kitchen gadgets. About two years ago I purchased a home sous vide machine from Anova. It changed the way I cook meat - I no longer overcook or undercook. Sous vide makes the process foolproof."



- Matthew Burkhart, inventory control manager at Applegate

HALF A WORKOUT IS BETTER THAN NONE



"No matter how busy I get, I will find 20 minutes to exercise (jog, lift, bike or stretch). While I prefer to work out for 40 minutes to an hour, I always find 20 minutes. Nutritionally, I am drinking more *Muscle Milk*[®] drinks in between meals. And, in regards to navigating holiday buffet lines, I always take some fruits and vegetables to go with the chips and dips.

- Mike Gyarmaty, director of business planning and vice president of Consumer Products Sales for Hormel Foods

BALANCE EASE OF PREPARATION WITH CREATING A MENU THAT ISN'T OVERLY INDULGENT

"Skip the eggnog and mix up a pitcher of gin and tonics instead. The gin and tonics have just 65 calories compared to 223 per cup of eggnog. And, when



it comes to the food, incorporate fresh produce into appetizers that can be either made ahead of time or store-bought. Hummus and guacamole with vegetables for dipping, stuffed mushrooms and homemade roasted nuts are party foods with nutritional value. Obviously, you can't have a party without dessert, but make mini cupcakes or cut brownies into small pieces for portion control."

 Kit Graham, author of The Gourmet Grilled Cheese Cookbook and blogger at thekittchen.com

NUT BUTTER UP YOUR SWEET SNACKS

"One way to keep your holiday recipes a little cleaner is to make *Justin's*[®] peanut butter balls instead of the traditional version, sometimes called Buckeyes, which are packed with butter and sugar. Nut butter is an excellent substitute for butter in many recipes, and these treats are gluten-free, dairy-free and have a boost of protein that will allow you to only eat one and still feel satisfied. You could even mix it up and make them with *Justin's*[®] almond butter or chocolate hazelnut butter for a decadent truffle-like dessert."

- Julianna Abdallah, senior marketing manager, Justin's

TAKE TIME TO LIE DOWN, STRETCH AND BREATHE

"During the holidays, it is especially important to engage in activities that quiet the mind and cultivate inner peace. You have a million things to do, a million demands on your time and stress regarding family, money and travel. Yoga is a low-pressure activity with little time commitment. People think of yoga as handstands and arm balances and incredible flexibility, but it can be as simple as lying on your back in the dark and focusing on your breath for 10 minutes. You can buy a \$20 book of Asana, wear your old ratty sweatpants and have a mat from Target. You can practice anywhere and you don't even need shoes. Your breath is all you need."

- Sasha Brown-Worsham, yoga teacher and writer

DON'T COOK HUNGRY...OR IN A HURRY

"Examine each recipe and determine if there are any make-ahead options. This really helps free up time, and makes you think about each recipe and all the prep that goes into it. And, try not to overdo it on carbs. I always make sure to add fresh salads or vegetables to the mix. Not only does it keep things lighter and healthier, fresh vegetables also add a pop of color to your holiday table. Take advantage of the holiday harvest."

- Angela Sellers, food specialist in Studio H at Hormel Foods

INDULGE...BUT LEAVE A BITE

"I find that if I don't allow myself to indulge, I will over-indulge later. I allow myself to have a sweet treat (chocolate and peanut butter, who can say no?!) on occasion. During the holidays, I workout right away in the morning. Starting my day with exercise gives me more energy during the day and I know I won't talk myself out of it. It also makes me think twice about that second piece of fudge and how long it will take me to burn it off!"

PEANUT BUTTER FOR BREAKFAST—BUT LEAVE OFF THE SUGARY PRESERVES

"To curb my sweet tooth, my favorite snack is a cup of Greek yogurt with a heaping tablespoon of *Justin's*[®] honey peanut butter, a tablespoon of maple syrup and a sprinkle of roasted pumpkin seeds. Fresh chopped strawberries optional. I actually have a cup and a half of yogurt because I am a protein hound. Also–I love my peanut butter, but I will switch between it and almond butter. I don't always have time to get fancy especially with two kids and a job, so doing something like this keeps all of us satisfied. But, for the peanut butter and jelly lovers, double check the sugar content on the preserves. A big trick for maintaining sugar balances (to keep you from spiking and craving) is to eat every 2.5-3 hours."

- Gabrielle Derrig, fitness professional at Body by Gabby in New York City

MY 5 TIPS FOR STAYING MOTIVATED DURING THE HOLIDAYS

"Commit to some type of group physical regimen or organized program to hold you accountable for burning the extra calories you're guaranteed to consume. For example,

Beachbody or Biggest Loser online programs. Or, (if you can rally friends/family to participate as well) my favorite social exercise activities are:

- **1.** Doing exercise videos with co-workers in the fitness center.
- 2. Group jogs or interval walk/jog with co-workers.
- **3.** Getting the family involved in household fitness during the holidays: Toddlers, school-aged, even teenagers love to run the stairs, do workout tapes, and actually use the playground equipment with you. It is shocking, the workout you can get.
- 4. Combine multiple fitness moves with strength training and cardio (i.e. run ½ mile, do 20 push-ups, walk at a 30% incline for 2 minutes, do 10 burpees). Let each of your friends, co-workers or family members choose the next exercise, and make it a game.
- **5.** Sign up for a holiday race/walk for a cause. Not only will you feel good that day for being active and supporting others in need, you will likely be held accountable to staying fit enough to complete the race/walk."
- Kate Heneke, Brand Manager of Refrigerated Retail and Foodservice Products, Hormel Foods International

Gelebrate with the PERFECT HOLIDAY HAM



HISTORY OF THE CURE 81® BRAND

Over half a century ago, Hormel Foods set out to make a ham that was extra special, one that perfectly met consumer expectations and preferences. We consulted a panel of 1,000 women and, inspired by their ideas, created the perfect ham–CURE 81[®] ham.



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Made with handcrafted care by our Curemaster and his team, every CURE 81[®] ham promises to deliver the premium quality and flavor ham lovers desire. Each ham comes individually stamped with the Curemaster's signature to personally guarantee its flavor and tenderness. With a passion for perfection, our Curemaster stands behind every ham at your table.

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Our CURE 81[®] Cherrywood smoked ham's sweet, smoky flavor brings delicious notes to your holiday meal. Enjoy the irresistible taste of these handcrafted hams-sure to be the star of your holiday dinner table.

JOIN OUR FIGHT AGAINST HUNGER

serving suggestion

HAMS FOR HUNGER

Since the program's inception, HORMEL* CURE 81* has partnered with retailers to donate over \$12 million to help families in need. This year we're partnering with Feeding America* to donate HORMEL* CURE 81* hams for 50,000 holiday meals. Learn more by visiting Hormel.com/Cure81.

YOU CAN HELP TOO! TEXT CURE81 TO 50555

to donate to Feeding America[®] and families in need this holiday season. When prompted, follow the link to complete your gift.

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about the

By Alyssa Shelasky

A heartfelt and humorous personal essay about pretending you baked, cooked and cleaned everything all by yourself

n our first date – a bloody mary brunch on a cobblestoned street in Brooklyn ~ my (now) boyfriend casually mentioned his love of homemade pie. Oh grrrreat, pie crust, the one pastry I categorically bomb at every single time, I thought. "Maybe one day I'll make you one," I winked, flirtatiously slash nervously....

As a food writer and cookbook author, everyone assumes I'm confident making anything and everything. This is hardly the case. While I can roast a chicken to make grown men cry, I can't cook a steak to save my life; while I can birth a carrot cake that could and should bring peace on earth, I shiver at the idea of a simple baked apple.

No matter how many aprons you own or cookbooks you read, no one is kitchen-perfect. I once invited several food writer friends over for a dinner party and made a Thai Beef Stew that ultimately was neither Thai nor stew. (If only I'd known about *House of Tsang®* back then!) My shame was only placated when, a few weeks later, an editor at Bon Appetit invited me over for a fancy bowl of Vietnamese "Pho" – which was so flavorless, us food snobs ended up making peanut butter toast for dinner. Obviously, we used *Justin's®*.

All this to say, I learned long ago that there's one simple way for us hosts and home-cooks to get over our fear of flops. The answer is to cook and bake whatever you're comfortable with, and whatever you have time for, and outsource the rest. Outsource all the foodstuff that makes you anxious. Outsource the chicken stock (*Herb*-Ox[®] works wonders!), the marinara sauce, the salad dressing or whatever is keeping you up at night.

"Don't drive yourself crazy." Drive yourself to the supermarket."



Because, let's be real, hosting a dinner party or making dinner for your family does not have to be so black and white. It's not either 100% made from scratch or 100% bought from the store. Dinner can be both. A mashup. A little of this, a little of that. This is not an episode of Top Chef; this is real life.

For example, dinner can be the most soulful homemade creamy vegetable soup made slowly and diligently with fresh produce and *Hormel® Black Label®* Canadian bacon, paired witha store-bought (!) rotisserie chicken. Pow. It can be freshly baked and breaded tilapia from the local fishmonger served on a fresh-out-of-the-oven pretzel baguette presented with a heaping dollop of *Wholly Guacamole®* dip and a bright splash of *CHI-CHI's®* salsa. Note to self: MAKE THIS.

Let me illustrate how it works in real life. Last weekend, I decided to take the pie plunge. I told my boyfriend to come over Friday night for a fabulous we-survived-the-week meal. My intention was to try a new pie recipe and give it my all.

However, it was an exasperating week. Work was stressful, my dishwasher broke, Real Housewives of New Jersey was really, really good, etc.

So, on Thursday night, I went grocery shopping. Pre-pie, I knew I wanted to make pasta, so I picked up my favorite shape, orecchiette (little ears, in Italian), and decided to toss them with peas, artichokes and mint. Peas and artichokes are not in season, mind you, so I bought them frozen.

(Incidentally, every chef I've ever interviewed swears that frozen peas are not only totally acceptable, but a beautiful thing. I took the liberty of assuming the same goes for frozen artichokes.)

A few feet away, I saw the frozen, already-made crust. It was practically staring me in the face, begging for attention. I had to get it. I truly, sincerely, planned on making a crust from scratch but...man, I was tired. I had to get it.

Then things got even shadier. There was an unavoidable pre-made cherry pie filling stalking me as well! Could I buy the crust AND the filling and knock my boyfriend's socks off with my "homemade slice of heaven?" Could I, in good conscious, lie about the whole dang pie?

You bet the farm I did.

This brings me to the most important component of any recipe: the big, fat lie. If it makes you feel better about the meal you made (and let's face it, all meals, homemade or not, take work!), there's is no harm done in glazing over the details.

So. Lie about the pie. Say your frozen peas are straight from the farmer's market. Pretend that fried rice didn't come from a box. Go ahead. Do it. As a food writer, a home cook and an otherwise deeply honest human being, you can go right ahead and blame me.

And for the record, my boyfriend devoured my "homemade" cherry pie. He had two big pieces and another for breakfast. He asked where I got the farm-fresh cherries and I said, "It's a secret." Some people call that lying by omission. I call it, Cooking 101.



PARAL SMPLIFIE By Elizabeth Leyk

HOLIDAY ENTERTAINING

A s a working mom of two littles ladies (one born on Christmas Day and the other on January 10), "busy time of year" is the under statement of the season in the Leyk household. Juggling working, gift buying, dual birthday party planning, laundry sorting (and spot cleaning), meal planning, housekeeping, snow shoveling, toddler wrangling, ornament dangling, cookie baking, lefse making, Santa faking, and Elf on the Shelf mischief-making – ON TOP OF holiday hosting – is crazy. Somewhere in there, for the good of the general public, I have to shower. And that, my friends, is the inspiration for this article.

While the holidays are an exciting time of year to gather friends and family to celebrate, it can be an overwhelming season for those hosting, even for those sans toddlers. As if family dynamics, gift buying and mountains of food prep aren't enough, the pressure is on to also be festive and put-together — even when you may feel like Clark W. Griswold post-exterior-illumination-letdown.

Aspirational decorating ideas abound online through resources like blogs, Pinterest and Instagram, but it's important to remember that a little extra sparkle can be kept simple, and even inexpensive. Here are five tips to simplify your holiday hosting to-do list and add a special personal touch to your gatherings with enough time (and energy) left to enjoy your company.

Photography, Recipe Development, Food Styling & Art Direction by Studio H

1. SET THE TONE WITH INVITATIONS

Snail mailed or electronic, invitations are an easy way to set the tone for your gathering and provide information upfront to your guests. RSVPs can help you plan for adequate seating, beverages and food.

Paul Bunulant BRAINERD, MIN 56401

JOHN AND DESON 789 WALNUT W. NEW YORK, NY

KATHERINE KOR 2945 RED FOX SEYMOUK, CT

PAUL BUNYAN 345 DINTY MOOKE DR. BRAINERD, MN 50401

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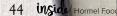
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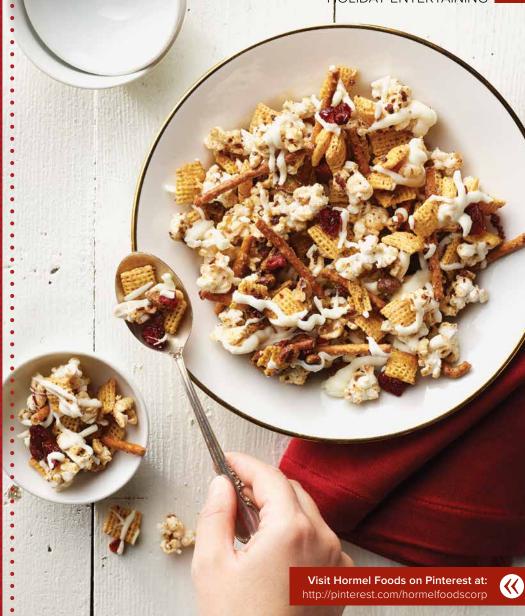
2. DON'T BE AFRAID TO ASK FOR (OR ACCEPT) HELP

As you get RSVPs, have the conversation about your menu and don't be afraid to accept help or even ask guests to bring a dish to share. Most are more than happy to do so, and often will bring something they already know they enjoy so you're sure to please everyone involved with the food selection at your gathering. Save non-perishable items for guests coming from out of town if possible. Keep track of what guests are bringing to ensure you've got your bases covered for side dishes, desserts, etc.

3. PLAN FOR A FEW LOW-MAINTENANCE SNACKS AND A SIGNATURE DRINK

No matter the floor plan of your gathering space, guests have a natural tendency to congregate at the heart of the home — the kitchen. Keep snackers at bay (and reclaim your food prep space) by having a few low-maintenance, make-ahead munchies to set out, such as a snack mix or a party tray. *Hormel Gatherings®* party trays and snack trays are a perfect way to save you time slicing and dicing — and save your serving platters for the main event!

Preparing a signature drink is a nice way to save yourself time and money and add a personal touch and an attractive showpiece to your gathering. Rather than taking indivdual requests for beverages, guests can serve themselves as needed. Opt for a non-alcoholic punch (that can be added to) so there's something for everyone.



⊗ PUMPKIN SPICE POPCORN MIX

hands-on time: 10 minutes | total time: 55 minutes | serves: 12

- 8 cups popped white popcorn 4 cups honey sweetened
- corn cereal
- 1 cup pretzel sticks
- 1 cup pistachio nuts

1/2 cup *Hormel®* real bacon pieces

- 1/2 cup butter
- 1/2 cup granulated sugar
- 1/4 cup corn syrup
- 1 teaspoon vanilla extract
- 1 teaspoon pumpkin pie spice
- 1/2 cup dried cranberries
- 8 ounces vanilla flavored almond bark

Heat oven to 325°F. In large bowl, combine popcorn and next 4 ingredients. In small saucepan melt butter over medium heat. Stir in sugar and corn syrup and cook 2 minutes, stirring constantly. Remove from heat. Stir in vanilla extract and pumpkin pie spice until well blended. Stir butter mixture into popcorn mixture, stirring thoroughly to coat. Transfer mixture to 2 lightly greased jelly-roll pans. Bake 25 minutes, stirring every 10 minutes. Remove from oven and immediately transfer to wax paper to cool. Evenly sprinkle dried cranberries over snack mix. Melt almond bark according to package directions. Drizzle over snack mix. Let stand 20 minutes. Break apart and store in air-tight container.

Nutritional information per serving: Calories: 425, Protein: 6g, Carbohydrate: 50g, Fat: 21g, Cholesterol: 27mg, Sodium: 499mg

4. CREATE THE PERFECT HOLIDAY TABLESCAPE WITH EASY CENTERPIECES

Add a festive touch to your gathering with little effort and investment with these simple centerpiece ideas using materials you may already have around your home. Stick with one or add variety, texture and visual interest to your table by combing several of these ideas.

Earthy Candlescape

Use a mix of pillar candles and tealights on small tree stumps to add a warm glow to your tablescape. Incorporate items from your own backyard, such as evergreen sprigs and pinecones for color and added texture.

Tip: Remember to use unscented candles for guests who may be sensitive to fragrances.





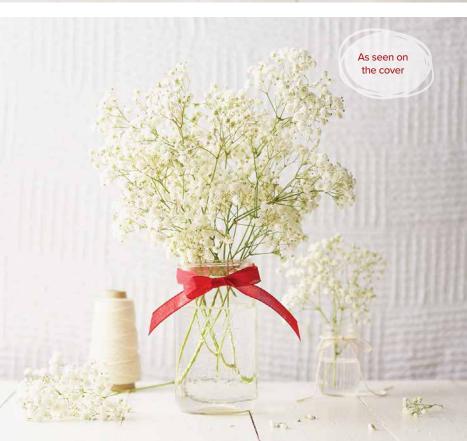
Fresh Cranberry & Rosemary Floating Tealight Candles

Using Mason jars, fresh cranberries and rosemary and tealight candles, add a pop of traditional red and green to your tablescape. Place rosemary sprigs in a mason jar and fill the jar ¾ full with water, Add a handful of cranberries and top off with water. Float a tealight candle on top of the cranberries and tie string or ribbon around your mason jars as a finishing touch.

Tip: Use sparkling water instead of regular water for a bubbly effect.

Baby's Breath Bouquet

While you may think of Baby's Breath as an '80s wedding bouquet filler, it can make a beautiful, light and airy centerpiece that mimics snow flurries and adds height. Baby's Breath is widely available at floral shops for about \$3.00 per stem. Because of its fullness, a little goes a long way. Place in a large mason jar and add a red ribbon for a festive pop of color and a little extra polish.





(🗙) Kraft Paper Wrapped "Gift" Stack

Create a fun, non-traditional centerpiece by wrapping objects from around your home in kraft paper. Books, empty boxes and pantry items are all fair game! Starting with the largest object that will serve as your base, stack your items as you go to ensure they fit nicely together to form your stack. Tie mismatched yarns, ribbons and strings around the packages to add texture and visual intererest.

Tip: This is a great way to ζ streamline your gift wrapping supply stash, save money and unify the gifts under your tree as well!

(>>>> Bottle Brush Trees

Bottle brush trees are becoming an increasingly popular element in holiday decor and because they're usually neutral and they can be used as decor for the whole winter season. They can be found in the holiday decor area of most department stores or craft stores and come in a variety of sizes and colors. Mix heights and color to create a whimsical miniature forest.



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5. PERSONALIZE YOUR PLACESETTINGS

Work through your seating arrangement before guests arrive to ensure you have adequate seating. If possible, set your table the night before to save yourself time the day of your gathering. Add a personal touch in minutes with placecard holders made out of a few simple materials.

ROSEMARY WREATH PLACECARD HOLDERS

YOU'LL NEED:

Rustic brown wrapped wire Wire cutters Fresh rosemary Floral wire Cardstock Scissors Hole punch Felt tip pen Ribbon

STEP 1:

Wind wrapped wire in a circle approximately 3-inches in diameter to form a wreath base. Twist wrapped wire around wreath base to secure and clip excess wire with wire cutters.

STEP 2:

Wrap a sprig of fresh rosemary along the top of the wreath base, tucking the stem end into the wreath base.

STEP 3:

Cut a few short sections of floral wire to use as you go. While holding one end of the rosemary sprig to the wreath base, flip the wreath base face down and twist small sections of floral wire around rosemary sprig and wreath base to secure. Trim excess wire and tuck ends into wreath base. Add an additional sprig of rosemary and repeat as needed to cover the wreath base.

STEP 4:

Create name tags by cutting small rectangles from cardstock and punch a hole in one end. Hand letter guests names on tags using a felt tip pen. Secure one name tag to each rosemary wreath with ribbon. Tie ribbon into a small bow and trim excess.

Tip: You can also make these using pine sprigs from your backyard instead of rosemary.



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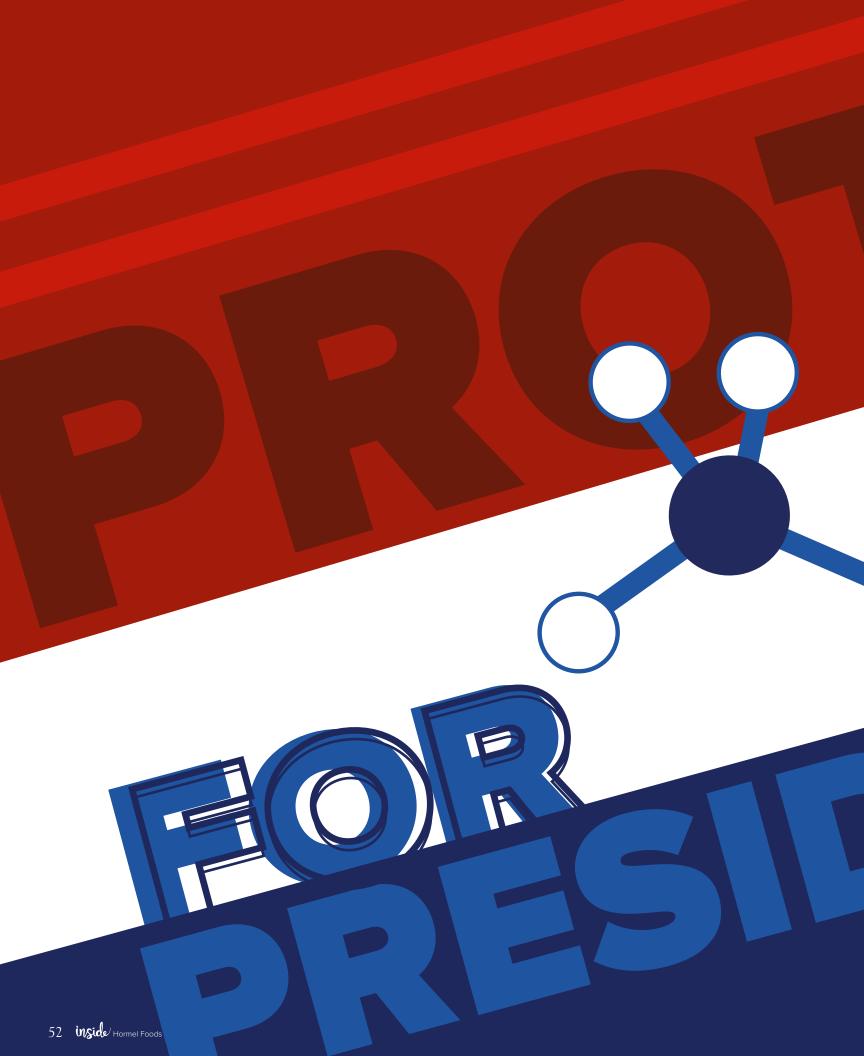


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Who can argue with a macronutrient that makes us look good and feel even better?

By Alyssa Shelasky

Protein is THE nurtrient superstar. To be precise, protein is a "macronutrient," which means our bodies requires a LOT of it to function properly on a fundamental level. Protein is an essential building block of muscles, bones, skin and blood. It helps the body's cells and tissues function the way they should, reducing risk for chronic diseases and weight problems.

And then there's the everyday "feel-good" benefits of protein. Protein plays a number of vital roles in one's livelihood. Protein has a direct relationship with energy levels, boosting Beyoncé-like energy while fighting lethargy. It keeps us satiated and satisfied longer than any other food group, staving off those no-good cravings. Protein helps us improve focus and feel centered.

Not to mention, for gym-goers at any phase of fitness, the right amount of protein is as critical as, well, the right brand of sneakers. "Post-workout, protein is absolutely crucial, as it helps to repair muscles that have been broken down during the exercising," says Amanda Freeman, founder and CEO of the New Yorkbased SLT (Strengthen Lengthen Tone) gym.

Finally, protein-rich dishes are delicious! Juicy-steak-on-a-chilly-night delicious; Thanks-



Consuming proteins come holiday time is imperative to help avoid moodiness, low energy, a slow metabolism and weight gain.

Amanda Freeman, founder and CEO of the New York-based SLT (Strengthen Lengthen Tone) gym

giving-leftovers delicious; peanut-butter-fordays delicious. Think spicy chickpeas, deviled eggs, bacon-wrapped... everything. There's even a high-protein beer!

According to Melissa Bonorden, a senior food scientist at Hormel Foods, "Americans get about enough protein." However, "What we don't do so well is get protein distributed throughout the day." In general, we're supposed to consume around 25-30 grams of protein in each meal.

Bonorden says that for most families, protein is heavy during the evening meals, but not present enough in the breakfast meals. Breakfast protein is very important. "If you have those proteins coming in early, the body can distribute them throughout the day."

"As a culture, we are very selective as to what breakfast means. Opening our minds is important," says Bonorden. She suggests a few Hormel Foods products to toss into the breakfast rotation such as *Hormel® Natural Choice®* Canadian bacon, *SPAM®* Singles, or two tablespoons of *SKIPPY®* peanut butter or *Justin*'s® almond butter on toast.

Now, everyone knows meat is an obvious source of protein, but we had Hormel Foods Research and Development food scientist Jerry Cannon take it a little further.

"Meat is an excellent source of 'high quality' protein. A 'high quality' protein is one that contains the essential amino acids at levels necessary to meet human requirements, and is easily digested and readily absorbed." For us science-class delinquents, Jerry adds, "Essential amino acids are those that cannot be synthesized by humans, they need to be a part of the diet."

"Pork, in particular, is a great source of protein. All parts of the pig are going to bring a lot of protein. Although the leaner the meat, the less fat, the more concentration of protein."

Specifically, Cannon says *Hormel*[®] *Cure* 81[®] ham has a very high level of protein. Also, "products like *Hormel*[®] *Always Tender*[®] pork filets, boneless loins and anything with a tenderloin will be high in protein."

Cannon also added a good reminder to note: "The more you cook it, the less protein you have."

If nothing else, protein helps us look great. And, believe it or not, the holidays are the perfect time to develop a joyful relationship with a high-protein diet.

"Consuming proteins come holiday time is imperative to help avoid moodiness, low energy, a slow metabolism and weight gain," says Freeman who suggests scouring holiday parties for "shrimp cocktail, veggies and hummus, and chicken or beef kabobs."

If weight loss or weight maintenance is the goal, celebrity nutritionist Tali Pines reminds us that "protein suppresses the appetite." She suggests pairing lean protein with "a leafy green salad, steamed vegetables or fresh fruit to provide a complete meal on the fewest amount of calories." Also, a few less common, but equally delicious, healthy and protein-filled foods she suggests are arctic char, quinoa, chia seeds, Kefir and ricotta cheese.

The fact is, scrumptious protein-rich foods are everywhere, with alluring, new ingredients trending all the time.

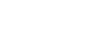
"Pea protein is on the rise and is increasingly making its way into protein drinks and dairy alternatives," says Freeman. "It's gluten-free, vegan, soy-free and dairy-free, and contains 15 grams of protein per serving, so it packs a good punch." In fact, CytoSport's newest product line, *Evolve*[®] vegan drinks, are made with a base of vegetable protein.

At popular lunch spots, it's hard to miss that customized "bowls" are the new wraps. Bowls usually include meat, fish or tofu proteins, tossed with great grains like quinoa and seasonal produce. For breakfast, lunch or dinner, homemade "bowls" are genius – they're easy to make, extremely versatile and very enjoyable.

"You need to work with what you can at the moment," reassures Bonorden. "Always do the best you can. Try to get that 25-30 grams of protein into each meal, especially early in the day, and, in true Hormel Foods style, don't lose sight of taste and convenience." Try to get that 25-30 grams of protein into each meal, especially early in the day, and, in true Hormel Foods style, don't lose sight of taste and convenience.

Melissa Bonorden, senior food scientist, Hormel Foods





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The FUTURE of our FOOD SYSTEM

By Ethan Watters



Food company leaders talk about increased food productivity, environmental sustainability at the CEO Council on Sustainability and Innovation

ooking into the future, the challenges our food system faces can seem over whelming. By 2050, farmers will have to double food production to feed the world's expected population of nearly 10 billion. As if that wasn't enough of a challenge, farmers and the food industry as a whole will need to achieve this goal during a time of climate change, while decreasing their impact on the environment in order to ensure that future generations will be able to thrive.

The CEO Council on Sustainability and Innovation was founded to face these challenges. Currently composed of leaders at Hormel Foods, DuPont, Kellogg, Land O'Lakes and Elanco, the council was established with the idea that sharing innovations and best practices will deliver the greatest impact.

Given the challenge at hand, the enthusiasm and optimism on display at a recent panel of the council's CEOs might surprise some. However, the message was clear: at every stage of the supply chain — from the way farmers produce food to the way consumers can reduce food waste — there is potential for massive improvement.

"As leading organizations in the food and agriculture sector, we understand that our



collective efforts are needed to address the increasing threats to food security," said Jeff Ettinger, chairman of the board and former CEO of Hormel Foods. "By working together, we can accomplish more than any of us can on our own."

During the panel discussion, Chris Policinski, CEO and president of Land O' Lakes and member of the Hormel Foods Board of Directors, pointed out that farmers have a proven history of dramatically improving output with each generation. "Farmers are the original entrepreneurs," he said. "They are wonderful at adopting safe, proven technology." In just the last 40 years, he said, corn farmers have increased yield six fold while using 13 percent fewer acres, so the idea that farmers will be "WE SHOULDN'T RESIST THE FACT THAT CONSUMERS WANT TO KNOW WHERE THEIR FOOD COMES FROM. WE OUGHT TO CELEBRATE IT. IT'S A FANTASTIC OPPORTUNITY TO ENGAGE THEM."

Chris Policinski, CEO and president of Land O' Lakes

able to hold up their end of the bargain isn't just wishful thinking.

Together, coming advances in biotech, animal health and husbandry, new methods to make arid lands productive and the coming revolution using "big data" and machine learning, suggest that similar gains in the coming decades are achievable.

But can that increase in productivity be achieved without long-lasting damage to the environment?

John Bryant, chairman and CEO of Kellogg Company, noted that a rising number of consumers have become deeply interested in knowing where their food is coming from and what impact food production is having on the environment.

"It's a great opportunity for us to engage with consumers even more," he said. "We actually have a great story to tell."

That story boils down to this: increased productivity and environmental sustainability are not opposing forces but two sides of the same



coin. From the public's perspective, achieving sustainability requires producing food using less fuel and water and using land without decreasing its future viability. Farmers — for financial reasons and more — are motivated by exactly the same goals.

"There's been a loss of understanding that farmers do care deeply about sustainability," Bryant said. "We need to find new ways to talk to consumers. What a great time to be a food company."

Educating consumers that farmers and all players in the supply chain are committed simultaneously to increased production and sustainability will require companies to adopt a greater level of transparency.

"We shouldn't resist the the fact that consumers want to know where their food comes

"AS LEADING ORGANIZATIONS IN THE FOOD AND AGRICULTURE SECTOR, WE UNDERSTAND THAT OUR COLLECTIVE EFFORTS ARE NEEDED TO ADDRESS THE INCREASING THREATS TO FOOD SECURITY. BY WORKING TOGETHER, WE CAN ACCOMPLISH MORE THAN ANY OF US CAN ON OUR OWN."

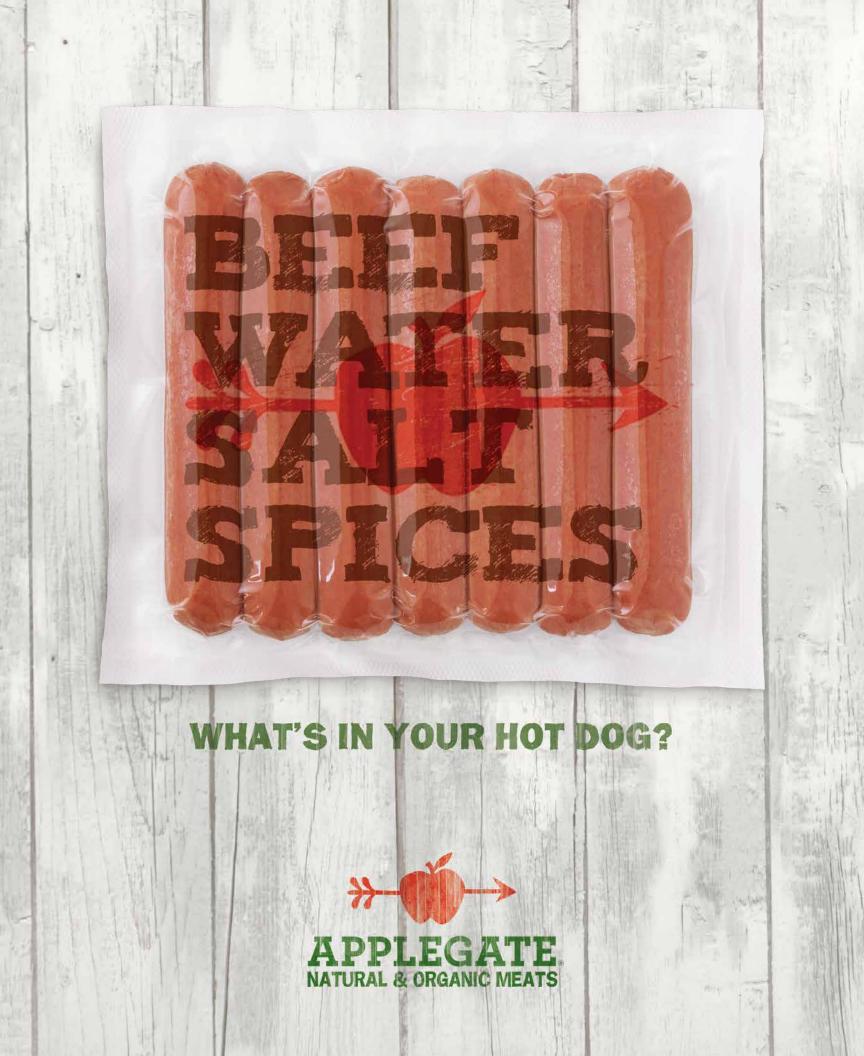
Jeff Ettinger, chairman of the board and former CEO of Hormel Foods

from," Policinski said. "We ought to celebrate it. It's a fantastic opportunity to engage them."

But, it's a challenge on several levels. Companies must increase productivity and sustainability while becoming better at informing and educating consumers – and including them in the effort. "We have to keep raising the bar on ourselves in terms of what we do," said Jeff Simmons, president of Elanco. "And then we have to raise the bar on how we communicate what we do."

The stakes couldn't be higher, and they go beyond the necessity to produce sustenance for billions of humans into the future.

"Having enough food to eat is a basic human right," Policinski said. "Food security also creates economic security which goes to political stability. Food security is vital for having a stable world for us all to live in. We have a grand challenge and we have to get this right."





WE TRUST

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BY NEVIN MARTELL

To say Americans love bacon is a vast understatement. The average American eats 18 pounds of bacon a year. With a 75 percent household penetration, it's one of the most widely consumed foods in the country. That all adds up to a retail bacon category worth roughly \$10 billion in annual business.

What's at the core of this long-standing love affair? "Bacon truly does make everything better," says Nick Schweitzer, brand manager of retail breakfast meats at Hormel Foods. "It has an indulgent, unique flavor. Everything from the smell to hearing it sizzle intensifies that incredible taste. It can even elevate everyday vanilla ice cream by contrasting saltiness with sweetness." Hormel Foods has been excelling at the art of making bacon for over a century and continues to break new ground. Bacon product sales have experienced years of strong growth, including gains in smoked products and significant growth in the *Hormel® Natural Choice®* brand. However, it's not because people are simply waking up and smelling the bacon. "A few years ago, 70 percent of bacon was consumed in some way at breakfast," says Schweitzer. "All of the growth is being propelled by other occasions: in BLTs, on a salad, in appetizers, as a part of dinner items."

The public's insatiable appetite isn't just happening at home. "Bacon has been a huge culinary trend at restaurants," says Stephanie Bowe, consumer insights analyst for Hormel Foods, who notes that more than three quarters of restaurants now serve bacon dishes. "We're seeing everything from bacon-heavy burgers in the fast food category all the way to bacon-infused desserts at fine dining establishments."

Bacon has always commanded a die-hard, cult-like following. However, the last decade has seen the public's reverence for rashers taken to smoking new heights. "Bacon was one of the first food items to gain a large following online, and that's when the trend really blew up," says Heather Lauer, author of Bacon: A Love Story. "Not only was there more visibility to the various ways in which you could cook





Check out the Reggie Watts video!





Nick Schweitzer brand manager of retail breakfast meats at Hormel Foods Stephanie Bowe consumer insights analyst at Hormel Foods

bacon, but the cultural celebrations of bacon grew exponentially as people discovered new ways to honor their favorite meat."

A simple search of 'bacon' online brings back over 170 million results, which includes restaurants, books, songs, and even alcohol, all involving bacon.

To continue to capitalize on the surging online interest in bacon, the *Hormel® Black Label®* bacon brand launched the Black Market, a multi-sensory virtual reality experience on blacklabelbacon.com, where basically, you can purchase bacon with your eyes. This experience is the first of its kind for e-commerce and virtual reality, and exists on the website. The brand also partnered with musician, actor, and comedian Reggie Watts, who created a music video made with the sounds of frying up a skillet full of bacon.

At Hormel Foods, the team constantly strives to give bacon aficionados more options. In 2014, the *Hormel® Black Label®* bacon brand debuted a series of intensely flavored specialty bacons – Cherrywood, Brown Sugar, Jalapeño, Maple Black Pepper, Pecanwood, and Applewood – which have become some of the most successful and sought after bacon products on the market.

This year, the company continued to be at the forefront of bacon innovation with the release of its Premium Double Smoked bacon, which is smoked twice over a proprietary blend of hardwoods. "That brings out the bark, so the bacon flavor really transfers over to other foodstuffs very nicely," says Schweitzer, who recommends wrapping it around items such as jalapeño poppers, chicken wings and pork chops. "The bacon has a rich, deep smoke flavor with nice natural sweetness."

But, looking forward, Hormel Foods aims to be at the forefront of bringing bacon into the dessert category with the creation of candied bacon. And in an effort to bring the restaurant experience into the home, there will be new thick cuts to allow home cooks to easily and conveniently mimic professional chef-style pork belly.

Who knows what happens after that? There's only one thing for certain. "Bacon will never die," says Bowe. "It's a cornerstone of our business and a huge contributor to our portfolio."

WORD ON THE STREET

In an average week, the company's consumer response and engagement team receives almost 2,000 calls and emails. These inquiries range from questions about brands, compliments on our products, suggestions for improvement, requests for recipes and much more.

> We are inspired by our consumers. Here are some of their stories.



"I had a fellow call once and I walked him through the entire process of thawing, preparing and cooking the turkey and sides to impress his fiancé's family — I bet I spent a half hour on the call with him. He appreciated it. I just wish I knew how it turned out and if they got married!"

"We get a lot of calls about what country our meat comes from, and I am proud to tell them that our animals are raised in the United States!"

- Sana



"I had a lady call in to tell us how much she appreciated some of the Hormel Health Labs products. She said they were the only things that her grandma would drink, and that she actually had the hospice team order other flavors too!"



"One time, I had someone tell me about an odd color in her peanut butter and ask me if it was safe to eat. I started to try to help her, then she paused to ask her son about it — turns out that he had mixed blueberries in it! We ended up laughing about it together!"

-Sharla

"My top three tips for holiday entertaining are:

- Plan ahead find out your guests' favorites and be sure to have those ready.
- 2 Keep it simple. It is supposed to be about being together and celebrating, so don't over-plan the menu.
- **3** Get the family involved in the preparation. It just makes it so much more fun!"

- Therese

"I enjoy sharing what products I have in my house - people like hearing that you actually do use the products you are talking about, and want to know how you use it. *Hormel*[®] *Black Label*[®] bacon, *House of Tsang*[®] stir fry oil and *SKIPPY*[®] peanut butter are all regulars."





CHECK IT OUT

Celebrities, festivals, shout-outs and more!

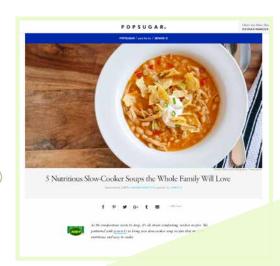




 Haylie Duff hosted the Applegate[®]
 Sandwich Soiree in West Hollywood

> Pop Sugar shared 5 Nutritious Slow-Cooker Soups the Whole Family Will Love, using Jennie-O® turkey

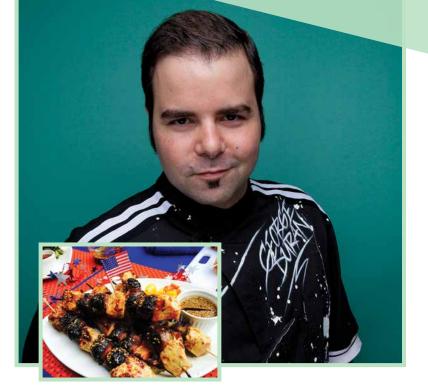
The Band Perry helped us celebrate our 125th anniversary!



66 inside Hormel Foods

The Wholly Guacamole[®] Live Wholly Tour[™] completed its crosscountry journey of open mic nights and found a winner - one who truly lives, knows how to Live Wholly[™] -Brad Blackburn of Tennesse!





Celebrity Chef George Duran created his own Hormel[®] Always Tender[®] summer grilling recipes on the set of Fox & Friends

> The *DiLusso®* brand is the official deli meat of the Minnesota Vikings stadium





Our sales team made over 10,000 PB&J sandwiches in an hour - and they were all donated! CHECK IT OUT



O, The Oprah Magazine, mentioned Hormel® Vital Cuisine® products and Wendy Watkins, our vice president of corporate communications and breast cancer survivor

> Food Network personality Sunny Anderson visited Austin, MN on the *SPAMERICAN®* Tour





marieclaire

LOVE WARRIOR

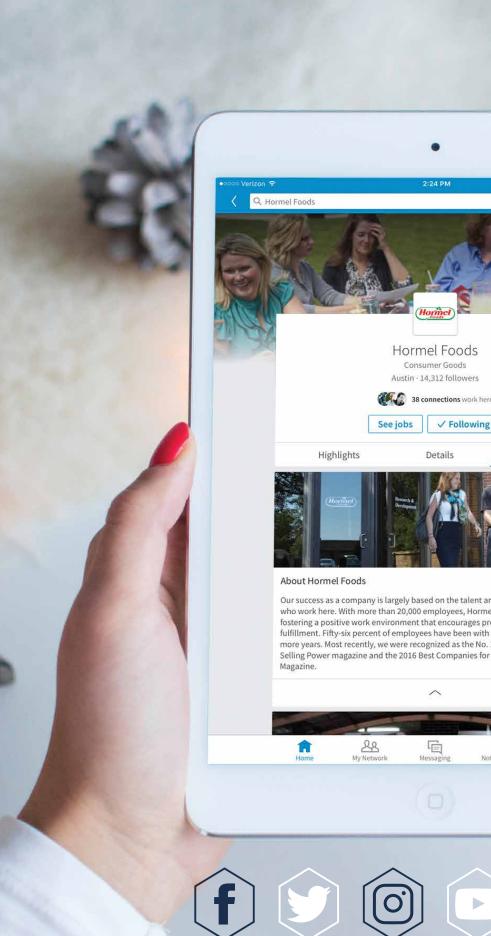
Marie Claire reporter Katy Tur shares her busy campaign trail diet - "Most days, I subsist on hardboiled eggs, packets of Justin's® peanut butter, and handfuls of Cheez-Its, my face never far from my ever-vibrating iPhone."

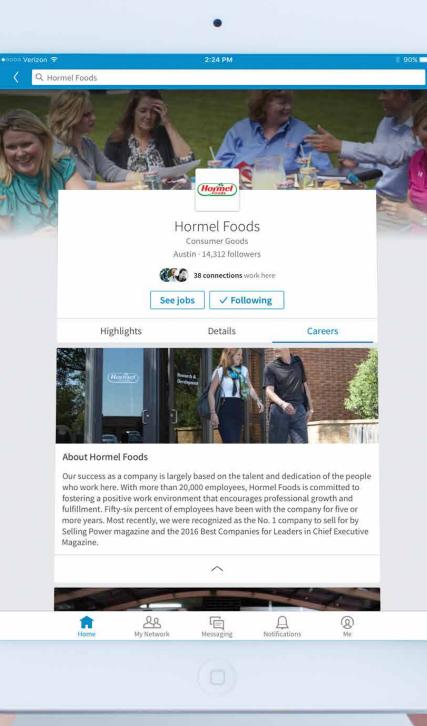
The Dinty Moore® brand completed their ultimate quest to successfully turn a lumbersexual into a lumberjack

Hormel[®] Black Label[®] bacon proves We're Always The New Black with The Reggie Watts Bacon Experience - a firstof-its kind muscial creation made with the sounds of bacon









www.hormelfoods.com

