

SPRING 2017

inside

HORMEL FOODS

FOOD + DRINK

PERFECT PAIRINGS FOR ANY OCCASION

9 ways to take your
PICNIC
to the next level

FOOD=MOOD

We're inspired by
Our small part in making
The world
a better place.



Inspired People.
Inspired Food.™



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Spring has always been my favorite season. I spend all winter dreaming about the fresh smell of the first rains, and I love the delicateness of new flowers coming up from the ground. Spring always makes me think of the farmers out in the fields planting their seeds in hopes of a prosperous year, and of course the memories I have from my favorite pastime – showing horses.

Growing up, spring was when my brother and sister and I would groom the horses' shedding winter coats and start to get them in shape for the show season, which kicked off on Mother's Day every year. My mom celebrated the majority of her Mother's Days by loading us kids and our horses up and heading off to a show. Looking back, I am sure she would have much rather had breakfast in bed and a relaxing afternoon at the spa, but I am so thankful that she chose to spend that special day the way she did, because it resulted in some of my most favorite memories. A few of our employees shared their own Mother's Day memories and traditions, including homemade breakfast, and even a card without an envelope! You'll find those on page 28.

This year, however, is a bit different for my family, and not just because we don't have horses anymore. This year will be the first Mother's Day without my mother. My mother fought a courageous battle with breast cancer, but, like a painstakingly high number of others, lost her battle. I would imagine that this year we will spend the day as a family reminiscing on old photos and stories and making some of her favorite foods. If there are others who have found comforting ways to celebrate holidays and birthdays without loved ones, I'd love to hear your stories (and tips for making homemade gluten-free soup noodles, because mom would have loved those). It sometimes is the hard parts of life that make you most appreciative of what you do have though – like those memories and stories that, no matter how many times they've been told, send everyone into a deep, hearty belly laugh.

Spring will always be my favorite season, and I hope you take advantage of the fresh air and warming temperatures to get outside and to celebrate being with those who bring you joy – there are some stellar picnic tips on page 14, and if you're adventurous, a how-to for a beautiful charcuterie board on page 82. Take the time to celebrate a new season, and to celebrate the loved ones in your life.

Your editor,

Katie Plumski

Katie Plumski

inside
HORMEL FOODS

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Lena Katz is a content producer and writer for outlets including HGTV, Tastemade, Zagat and AAA Travel. She creates branded content for 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.



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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.



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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 award-winning live video team since its inception. As a writer who learned all aspects of video work, Elva also contributed lifestyle stories to the WSJ's print and online publications. She wrote feature stories on fashion, spirits and food trends for various sections, including the Greater New York section.



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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.

inside Hormel Foods



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What's Inside?

by Lena Katz

Avocados are a fruit and they are full of that good fat!

Oh wait, everyone already knew this? But of course we did. With *Wholly Guacamole*® in the brand family, most people probably know the key awesome qualities of avocados: they are rich with protein, omega-3 fatty acids and healthy fiber. They are deemed a superfood by many experts and publications. They make the best taco topping on the planet. And, hipsters can't stop eating them on toast.

But that's all avocado 101. Here, we'll get into some lesser-known details about everyone's favorite creamy savory super-fruit, and take a look at what's inside our favorite *Wholly Guacamole*® dips!

7 surprising facts about avocados:

- 1 According to scientists, avocados may have been consumed as long ago as 8,000 B.C.
- 2 Avocados grow in pairs on their tree, and cannot self-pollinate - they have to work it out together. Happy Valentine's! (On a possibly related note, avocados were a love symbol according to ancient Aztecs.)
- 3 Not only are avocados high in fiber and protein, they are also rich in potassium.
- 4 And, in spite of being rich in good fat and protein, they are actually naturally cholesterol-free. Miracle fruit indeed!
- 5 According to dictionary.com, the old-school name for avocado was "alligator pear" - probably because of its bumpy skin, or maybe just because of a mispronunciation in Colonial translation.
- 6 Avocado facials are easier than a salad. Victoria Beckham credits avocados as her go-to DIY facial ingredient. Just mash it together with a few tablespoons of honey and coconut oil, and apply to your face.
- 7 You know those rock-hard avocados in the grocery store? If you put a dark, dense avocado in a paper bag with a banana, it will ripen right away. Not so with the ones that are light weight or lighter in color, which are not actually matured enough to ripen easily.

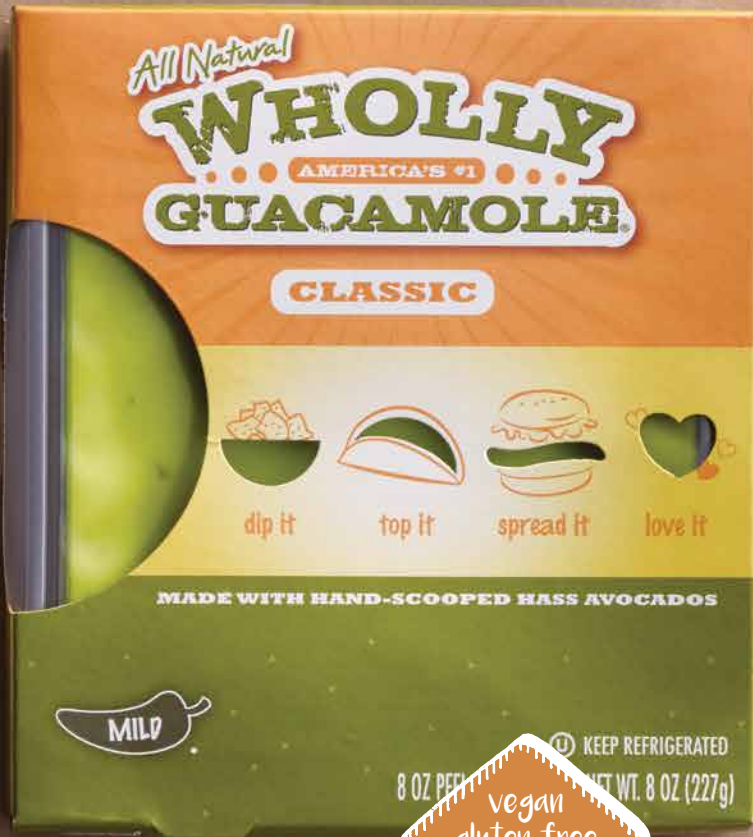
Jalapeno peppers

Hass avocado



granulated garlic

dehydrated onion



salt



white vinegar





granulated garlic

onion

jalapeño peppers

tomato

salt

lime juice

Hass avocado

white vinegar

serrano
peppers

dehydrated
cilantro



vegan
gluten free
kosher

Here are a few extra
ways to squeeze more avacados
and guacamole into your life:



Blended and baked into a cake, making it extra-rich



Blended with honey and frozen into dessert pops



Char-grilled and savory



Subbed for Canadian bacon in eggs benedict



WE'RE INSPIRED

We're Inspired by

Small Towns and Big Hearts

By Justice Davis

“Not Jerusalem, lowly Bethlehem,” rang through the Moravian chorus on Christmas Eve of 1741, the night the town’s name was christened. The hymn flowed from Monocacy Creek down the Lehigh River, marking the new settlement as the country’s true Christmas City.

A borough called Nazareth sits north of the city lines, creating an unmatched Biblical significance. Over the horizon, South Mountain holds a 79-year-old symbolic star shining above streetlights and treetops. The 91-foot-tall star illuminates the skyline, guiding everyone to the town with its light. This historic symbol is framed with steel from the former Bethlehem Steel Corporation that was located in the downtown area. Once known as the nation’s second largest steel manufacturer, this company forged the foundations of the city. Today, the company’s ten-acre campus, called SteelStacks, has been reborn through art, culture and music with iconic structures still towering over the land.

The historic landmark city is loved by its residents. Hormel Foods employee Devin Kasper praises the city, “Downtown Bethlehem is one of the nicest downtowns I’ve ever seen. It’s beautiful.” Kasper moved to the Lehigh Valley to work as the east coast pricing analyst, and is attracted to the local restaurants and businesses which make up the bloodline of the city.

While only 75,000 of the Lehigh Valley’s 820,000 residents live in Bethlehem, it is the heart of the region, connecting the cities of Allentown and Easton. This location of the Hormel Foods sales office gives employees the opportunity to participate in all of the area’s festivities. With 10 major festivals and over 150 mini-festivals throughout the year, local entertainment and culture create a fulfilling climate for all to enjoy.

Bethlehem has a small-town vibe with rich history and bigger dreams. Category development analyst Elizabeth Northrup loves its central location, not far from cities like Philadelphia and New York. “Bethlehem has a lot of history and character, and the location allows you to easily travel to major cities on the east coast.”

The employees in the Bethlehem sales office pride themselves on giving back throughout the Lehigh Valley. Under the leadership of customer business manager Joseph O’Connor, the team has grown a partnership with Safe Harbor Easton, a shelter focusing on empowerment and education for homeless men and women. Other community activities the employees participate in include feeding families at the Ronald McDonald Houses of Philadelphia and NYC and volunteering with the Lehigh Valley’s Salvation Army. The Bethlehem sales office is also a proud member of

The town is
Bethlehem, PA

the Lehigh Valley Chamber of Commerce.

From its infrastructure to its people, Bethlehem can embrace you with its charm. The beauty of the town may go unnoticed standing in the shadows of Philly and NYC, but once you taste its glamour, the city’s allure is never unfamiliar. Bethlehem’s glow is cast from the historical chronicles of its past, but is energized by the people who love to call it home today.







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FOODIES ON WHAT YOU NEED *—at your next—* PICNIC

By Alyssa Shelasky

Purple grapes, soft brie, thin prosciutto, crisp white wine, good friends, great music and warm sun ... who doesn't love a picnic?! Fresh eats and robust conversation under a bright, blue sky is pretty much the definition of paradise. A picnic is such a universal feel-good experience that it's hard to get it wrong, but it's even better when you get it right. Here are some of our favorite chefs and cookbook authors on their essential picnic requirements.



Michael Chernow

Owner of Seamore's, NYC

Michael Chernow is the famed restaurateur of Seamore's, the seafood-centric hotspot in Nolita.

Picnic Must Haves: Speakers and sriracha

"My picnic must haves include the Marshall Kilburn portable bluetooth speaker, because a picnic isn't a picnic without some good background music, as well as a bottle of good sriracha to add extra flavor and heat to picnic sandwiches and other dishes."



Suzanna Beall

Owner of Blake Lane restaurant on the Upper East Side of Manhattan

Blake Lane, the new, California-style eatery from Beall and chef Diego Moya highlights locally-sourced ingredients and showcases health-conscious, market-driven dishes.

Picnic Must Have: Deviled eggs

"Our Beet-Pickled Deviled Eggs. They are the perfect snack to bring on a picnic, along with our Charred Little Gem with avocado dipping sauce. Both are delicious finger foods, so no flatware is needed, and they're simple enough to make in advance at home and they travel well for a picnic!"





Chef Jacques Pépin

Chef, author, all-around legend

When Hormel Foods mentioned the word “picnic,” the one-and-only, world famous, Chef Jacques Pépin couldn’t help but pull a recipe from his latest book, *Poulets & Légumes*. To further jazz up the picnic basket, he’s all about his line of SurLaTable.com linen napkins.

Picnic Must Have: Asparagus in mustard sauce

“Asparagus in mustard sauce is wonderful for spring. Fresh asparagus is easy to find in this season, and the simple sauce is easy to assemble then pack up for a picnic with some lovely linen napkins like the ones I designed for Sur La Table, with my signature chicken drawings.

This is the classic asparagus and mustard vinaigrette of French bistros and family restaurants. As a child, I would place a spoon or fork under my plate when eating it so the pungent vinaigrette collected at the lower edge of the plate. That way, I could dip the tips of the spears and my bread into the sauce before eating them. Not an elegant table maneuver, but effective. I peel the asparagus stalks for this recipe and boil them in just enough water so that most of it evaporates by the time the asparagus is cooked. Serve at room temperature.”

Asparagus in Mustard Sauce

serves: 4

1¼ pounds large asparagus spears (16-20),
trimmed and peeled

Put the asparagus in a large stainless steel saucepan in one or two layers and add ¾ cup boiling water. Cover, bring to a boil, and boil for 3 minutes, or until the asparagus is just tender but still firm and most of the liquid has evaporated. Drain off any remaining water and put the asparagus on a platter. Let cool. Serve with mustard sauce.

Tip for trimming asparagus: For the whole spear to be tender, peel the lower half of the stalk using a vegetable peeler. Holding the asparagus by the bottom end, peel it from the base of the tip down to your fingers, rotating the stem as you peel. Cut or break off the unpeeled bottom part of the stalk.

Mustard sauce:

2 tablespoons Dijon mustard
2 tablespoons canola oil
2 tablespoons walnut oil
2 teaspoons white vinegar
½ teaspoon salt
½ teaspoon freshly ground black pepper

Combine all the ingredients in a small bowl and mix well; do not worry if the mixture is not totally emulsified.



Try adding protein by
sprinkling Hormel®
real bacon bits on top!



Elizabeth from the
creative team says:
“Don’t find yourself in a picnic
predicament without Jacques’
hand illustrated linen
chicken napkins!”

4



Chef Michael Armstrong

Executive Chef, Bodega Negra, NYC

Picnic Must Haves: Chilled white wine in cans, sliced meats and cheese and a fresh baguette

"I like to have a simple yet more upscale picnic, something more exciting than just a deli sandwich. I prefer a nice sopressata and prosciutto and a spreadable cheese like a triple cream or brie, and an herb boursin cheese spread."



Between the **Di Lusso®** deli brand, **Hormel® Natural Choice®** meats and **Applegate®** natural and organic deli meats, Hormel Foods has a deli meat for everyone to bring along to their picnic! See page 82 for Charcuterie Board 101.



5



Katie Quinn

Author of Avocados

Picnic Must Have: A corkscrew

"One of my favorite summer evening activities is a picnic with a band playing in the background. A little wine to pair with the food and music is especially nice ... the only buzzkill is when someone forgets the corkscrew! We've tried all the other tricks, to varying degrees of success: the shoe-banging method, the key-twist method (my fiancé broke a key that way), etc.!"



6



Matt Moore

*Author of The South's Best Butts:
Pitmaster Secrets for Southern
Barbecue Perfection*

Moore has six must-haves, all of equal importance.

Picnic Must Have #1: A waiter's corkscrew

"Trust me, I've cut my hands many of times trying to pry open a beer cap, or worse yet, uncork a bottle of wine in less than conventional ways!"

Picnic Must Have #2: A battery powered fan

"Because, duh, it's hot in Tennessee."

Picnic Must Have #3: Dixie antipasta

"The perfect pairing of fatty cheeses and smoked meats to go with crisp wines and cold beers."

Picnic Must Have #4: Cold fried chicken

"No explanation necessary, now you know."

Picnic Must Have #5: A musical instrument

"Soak up the outdoors with some of your favorite sounds. If you, or your friends, are not musically inclined, leverage technology - just put your phones aside and enjoy the experience."

Picnic Must Have #6: Frozen cocktails

"Not only are they refreshing, they serve double duty by keeping your items cold until you are ready to enjoy."



CUTLERY COMPETITION

Apparently, the right knife can make all the difference! These three chefs thought so, at least!



Chef Ralph Scamardella
*TAO Group Partner and Avra
Madison Executive Chef*

Picnic Must Haves: OFF! bug spray and a Swiss Army Knife

"I don't just have just one must-have, I have two! I can't go anywhere outdoors in the summer without OFF! Bug Spray and my Swiss Army Knife because it does it all; opens wine, beer, slices sausages, cuts pickles and even trims fish fins."



Daniel Holzman
The Meatball Shop, NYC

Daniel Holzman, chef/owner of The Meatball Shop, the fan-favorite meatball destination with six locations (soon to be 7) throughout NYC says picnics make him a little knife-happy.

Picnic Must Have: The right knife

“No picnic basket is complete without the ubiquitous Opinel No8 Folding Knife (<http://www.opinel-usa.com/products/opinel-no-8-carbon-steel-folding-knife>). It’s a perfectly designed pocket knife, and is affordable enough that you won’t care if you need to dig a post hole, pry a bottle open or whatever your picnic might bring you. It’s a must have.”



Tim Love
Chef and Owner of Lonesome Dove Western Bistro (Fort Worth and Austin, TX; Knoxville, TN)

Picnic Must Haves: Proper cutlery and proper sandwiches

“When prepping for a picnic, you want to be sure to have the right knives in tow, especially when packing the perennial picnic favorite – sandwiches. These just taste better when made on-site, and you can use the knife to slice good cheeses too. Hammer Stahl would have to be my favorite; I always have my line of knives with them on hand because they’re all-purpose. Assembling a picnic with a fork and spoon just won’t cut it – literally!”



LUNCH ON THE



Editor Katie's top picks
for quick snacks on-the-go:

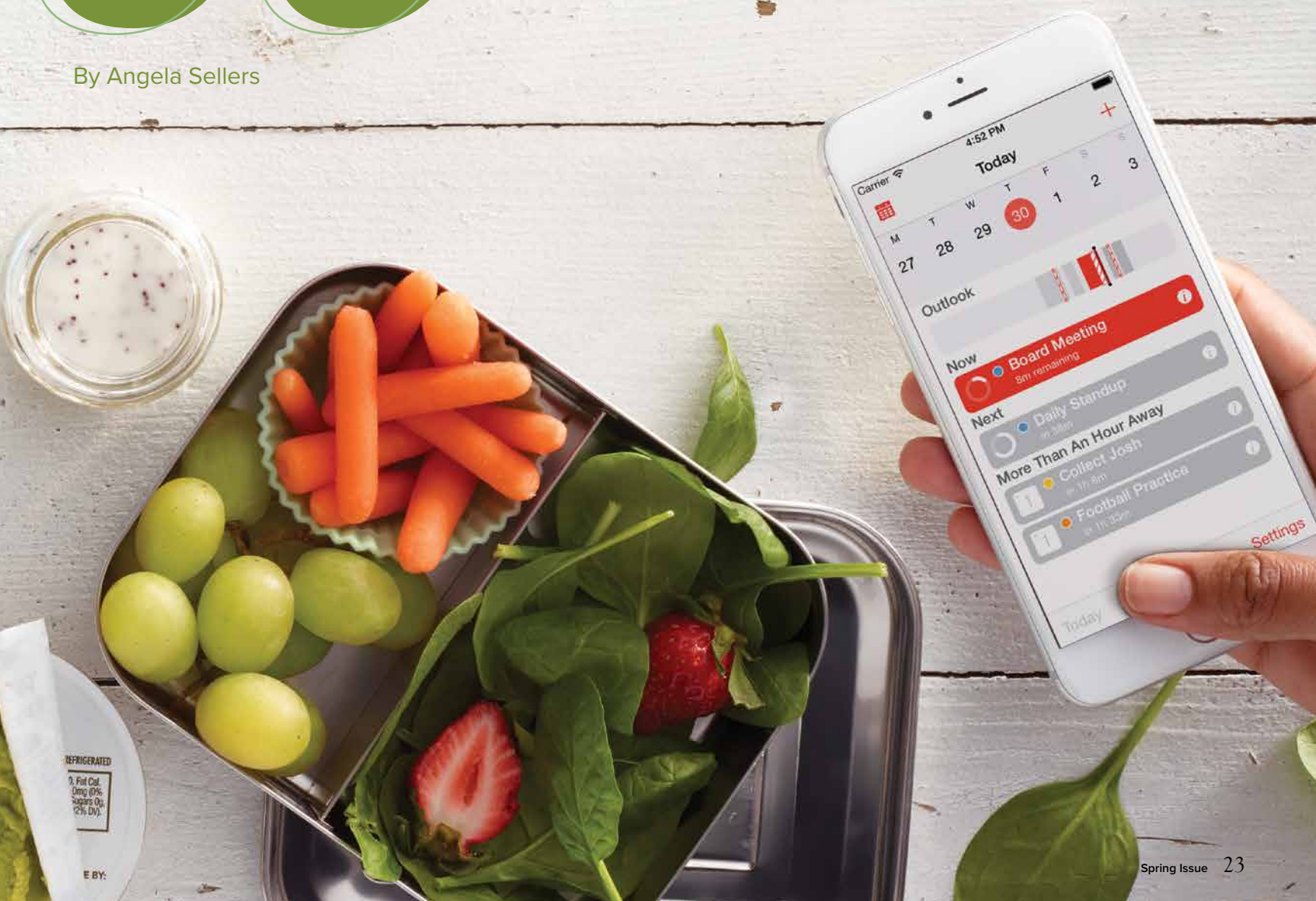
Wholly Guacamole® minis and
Justin's® snack packs,
pictured here.

GO

By Angela Sellers

If you're not already in a same-old-lunch slump, maybe you're in a going-out-to-eat-for-lunch slump or an I'll-just-grab-something-quick-and-cheap slump. As the old saying goes, "Good. Fast. Cheap. Pick two." We'd like to think these recipes are all three of those things and that they could even help change up your lunchtime routine. They've been created with an on-the-go lifestyle in mind, meaning when it comes to quick prep, portability, taste and affordability, they check all the boxes.

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





HAM, CHEESE AND ASPARAGUS STRATA CUPS

hands-on time: 10 minutes |
total time: 12 minutes | serves: 2

2 large eggs, lightly beaten
½ cup half-and-half cream
2 cups French bread cubes
1 cup Hormel® Cure 81® diced ham
½ cup chopped fresh asparagus spears
½ cup shredded Swiss cheese
2 tablespoons chopped fresh parsley leaves
¼ teaspoon kosher salt
¼ teaspoon freshly ground pepper

In large bowl, whisk together eggs and cream. Stir in bread cubes and remaining ingredients. Let stand 10 minutes. Divide mixture evenly into 2 (12 to 16-ounce) microwave-safe cups. Microwave on HIGH 2 to 3 minutes or until eggs are set. Serve immediately.

Nutritional information per serving:
Calories: 380, Protein: 20g, Carbohydrate: 28g,
Fat: 21g, Cholesterol: 232mg, Sodium: 946mg

EASY STRAWBERRY AND TURKEY BACON SALAD

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

3 tablespoons lemon-poppyseed
dressing

½ cup cooked quinoa

2 strips *Jennie-O®* turkey bacon,
chopped

⅓ cup chopped fresh spinach

⅓ cup sliced strawberries

2 tablespoons chopped roasted almonds

Cook turkey bacon as specified on package. Always cook to well-done, 165° F as measured by a meat thermometer. Set aside. In a pint jar, add dressing. Layer quinoa, turkey bacon, spinach, strawberries and almonds. Secure jar top and refrigerate until ready to serve.

Nutritional information per serving:

*Calories: 350, Protein: 11g, Carbohydrate: 31g,
Fat: 20g, Cholesterol: 20mg, Sodium: 630mg*



CHICKEN AND VEGETABLE HAND PIES

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

2 (10-ounce) cans *Valley Fresh*® all natural chicken breast, drained
1 (10-ounce) can cream of chicken soup
1 cup frozen mixed vegetables, thawed
½ cup grated Parmesan cheese
2 tablespoons chopped fresh parsley leaves
2 (14.1-ounce) packages refrigerated pie dough
1 large egg, lightly beaten
2 tablespoons water

Heat oven to 425°F. In medium bowl, combine chicken and next 4 ingredients. Unroll pie dough onto lightly floured surface. Roll dough into slight rectangles. Cut each into 4 rectangles (4 x 5 1/2-inch rectangles, yielding a total of 16 rectangles). Place filling in center of 8 rectangles. In small bowl, whisk together egg and water. Brush edges of dough with egg mixture. Place remaining 8 rectangles over filling, pressing edges to seal. Using tines of a fork, press edges. Brush tops with egg mixture. Place on parchment paper-lined baking sheet. Bake 15 minutes or until browned.

Nutritional information per serving:

Calories: 528, Protein: 29g, Carbohydrate: 40g, Fat: 28g, Cholesterol: 139mg, Sodium: 1770mg



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<http://pinterest.com/hormelfoodscorp>

EAT THE DARK CHOCOLATE PART FIRST [IF YOU WANT] NO JUDGEMENT!



Break the snack rules with
NEW HORMEL® NATURAL CHOICE® SNACK.
Savory, snackable ALL NATURAL
oven-roasted turkey breast and white
cheddar cheese plus dark chocolate-covered
bits of rebellion. And if someone
gets all judgy-pants on you,
tell them to snack off!

MAKE THE NATURAL CHOICE®



Celebrating Mom

**Mother's Day stories and traditions
from our employees**

By Jaime Annis





Mother's Day is a yearly reminder that we should pause and honor the women who made us who we are today and take the time to reflect on our special memories, as well as make our yearly traditions a priority. Because when it comes down to it, we often don't remember the gifts we gave or received or the parties that were thrown; we remember those special moments of togetherness that truly honor the bonds of motherhood.

Mother's Day is one of my favorite days because I get to celebrate my beautiful children. Here are some stories from other employees about their Mother's Day traditions.



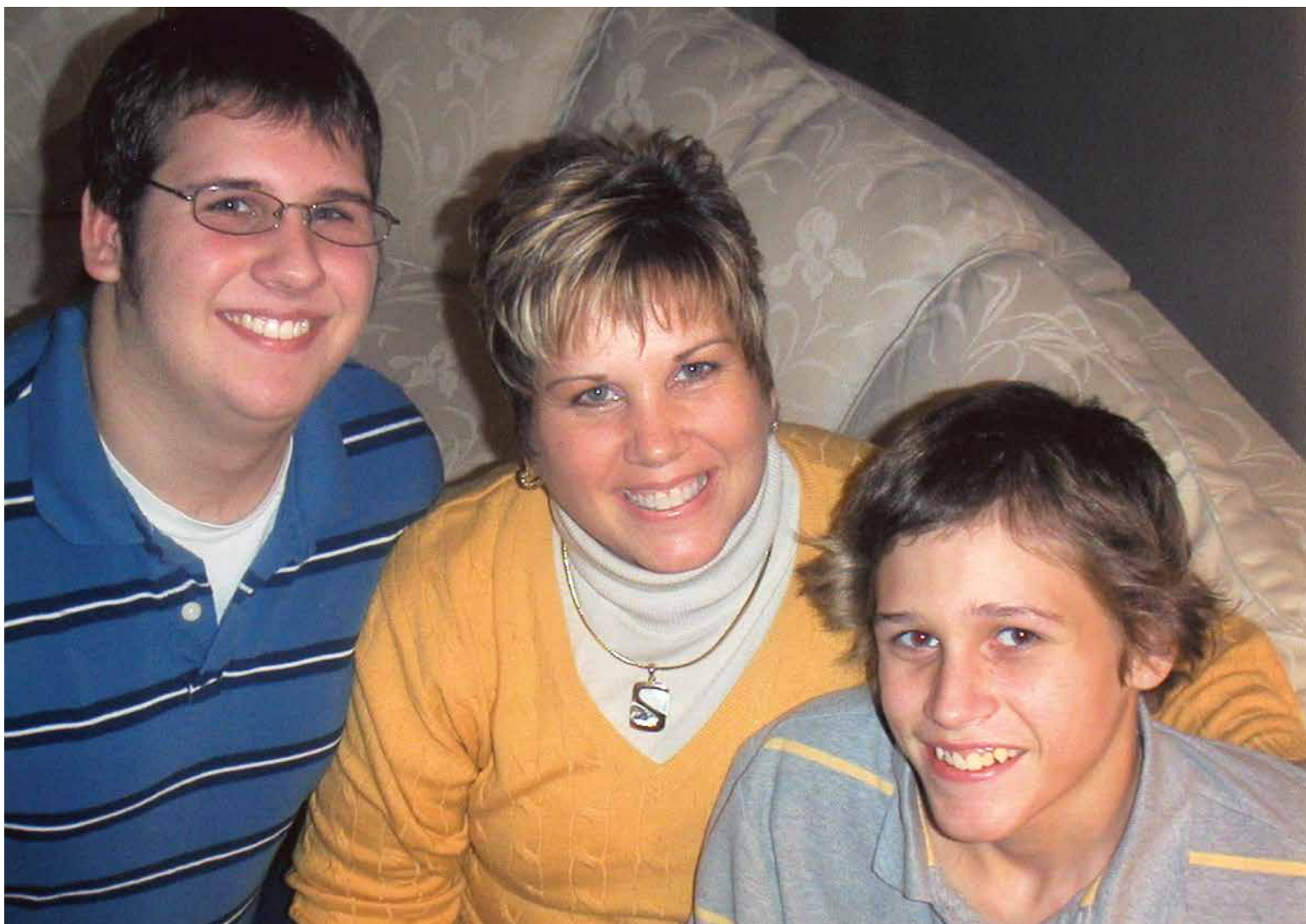
As a marketer, we know there is a question in nearly every household on a daily basis, "What's for dinner?" Well, there is a day in May where the answer is clear and Dad better have a plan - it is a day the foodservice community knows very well as it is the busiest day of the year, Mother's Day! Mother's Day in our house starts right away in the morning with breakfast. Serving my wife a special breakfast is a tradition and my children's involvement continues to increase each year. My daughter Madeline has become the pancake expert and she loves to throw in a special ingredient, like apples or chocolate chips. My boys, Patrick and Andrew, are all about the bacon. It is not just served on the side, it is sometimes added to our scrambled eggs. Watching my boys crack eggs is priceless. Fresh fruit with powdered sugar, sweets and

delicious condiments and garnishes like salsa and avocado round out the plate. And, we cannot forget the coffee. As I hear my youngest son say, "Grande latte non-fat milk one

Splenda and extra foam please," I know my kids are ready. Now, where are we going for dinner?!

— Marty Wolessky
Senior brand manager for MegaMex Foods





Mother's Day can be tricky for single moms of little children. Somehow, my wonderful father knew this. About a month before Mother's Day each year, he would give the boys a little extra money to put with their allowance. He asked them to put it away for a Mother's Day gift and explained why it was important to show love on this special day. The Saturday before each big day, he would take them shopping. The boys would pick out a gift and a card then Grandpa would sign the card from all of them and help the boys wrap the gift. The boys were always so proud when I would wake up and come into the kitchen and see their kindness on display on the kitchen table.

Eventually, a time came when Grandpa decided to let the boys take care of the card and gift on their own. I woke up that Mother's Day morning to find a box of chocolates, and a card (without an envelope!) simply signed with each of their full names - Christopher Joseph Spainhower and Mitchell Evan Spainhower. I joked with them and said that I would keep the card forever, just in case I ever forgot their full names!

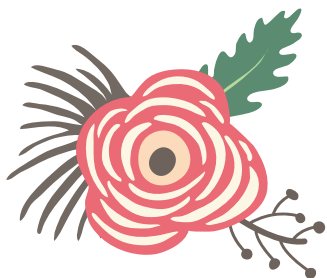
— Lynn Spainhower
Administrative assistant

Looking back at my childhood, I loved going to church on Mother's Day. This was the day my mother and grandmother received flower corsages from my dad, grandfather and us kids. A lot of the mothers and grandmothers wore corsages on this day to our rural country church. I am sure the mothers coordinated their Sunday best with the flower they were proudly wearing. I remember some of the outfits and flowers the women wore, even though the last time I attended my childhood church on Mother's Day was 30 years ago. My grandmother and mother usually wore lily corsages that were beautifully made and smelled wonderful.

You could say faith and flowers go hand in hand in my family. While years have gone by and my grandmother passed away 16 years ago, we still share our faith and flowers on Mother's Day. My family attends church together, including my children and grandchildren. The corsages have been replaced with flower baskets that have been picked out with care. We are excited to give flowers and to receive. I miss my grandmother very much, and I cherish my time with my mother, daughter and granddaughters.

It is because of my memories of faith and flowers that I like lilies so much and looked forward to them each Mother's Day.

— Betty Gubrud
Sales accounting manager
at Jennie-O Turkey Store



This is what our Mother's Day tradition looks like: Waking up on a Sunday morning to attend morning Mass, directly followed by attending a community fund raiser with Dad's Belgian Waffles catering brunch. Brunch includes large homemade waffles smothered in syrup of many flavors, fresh fruit and a large dollop of whipped cream, and of course *Hormel® Little Sizzler®* sausages. All of this bundled up with the heartwarming thought of celebrating my wonderful wife and mother of my children.

— Mark Petrik
Senior general accountant





My 3 wonderful kids always have amazed me on Mother's Day. From breakfast in bed to homemade cards and pottery, I have been one lucky lady. One memorable Mother's Day was when my kids were 10, 12 and 14, and they announced that they were going to do dinner for me. This meant riding their bikes to the grocery store (1 block away), buying all the food and then preparing it. I was instructed to relax on the couch while all of this occurred.

I heard the kids come in and place the carefully selected rotisserie chicken on the counter, and then go back to the bikes to get the rest of the goodies. Milliseconds after the chicken landed on the counter, I heard a loud crunch in the kitchen. Noticing my dog was missing, I ran into the kitchen to find an empty chicken container and a half eaten plastic bag. Not knowing where to place my emotions (somewhere between fear of our dog dying and extreme anger), I remembered what was the most important. I praised the kids for their efforts, and we went back for the last rotisserie chicken at the store and proceeded to have the best Mother's Day dinner ever. And, Tanner, the dog, lived a long happy life, after a well-deserved shame photo.

— Trish Griffin
Senior marketing manager at CytoSport



In 2013, we found out the scary news that my mother had breast cancer and would be undergoing surgery, followed by rounds of chemotherapy and radiation. It can be a time when you feel very helpless, but we decided to find a way to support her as best as we could. My wife and I heard that on Mother's Day, the Susan G. Komen Race for the Cure Breast Cancer 5K Walk/Run was being held at the Mall of America. This was our opportunity to feel like we were doing something to help. We were able to get friends and family to come together to walk or run, and it was a great way of honoring my mother on Mother's Day. The following year, she was able to fly in from her home in Cleveland, Ohio, to join us for the walk as a survivor! Her hair was growing back, and her feet continued to suffer from neuropathy, but she showed her strength as she had throughout the year. We were very emotional as we crossed the finish line together with thousands of other survivors and supporters. It has been a great event that we hope to continue to take part in for many more Mother's Days.

— Jonathan Caporale
Buyer in corporate purchasing

My life began with a foster mother until I was adopted nine months later. Growing up with two brothers made my bond with my mom very strong. It wasn't until years later when I was told I was adopted that the bond became even stronger. My heart hurts every day knowing that my biological mother was never given the opportunity to experience the joys of motherhood. I, however, felt even more special knowing I was chosen to become a part of such a wonderful family. My mom always tells me I was "tied to her apron strings" and never left her side.

The meaning of being a mother is virtually endless. My mother, with the help of my father, always put the needs of her children before her own, making sure we felt loved and protected and raised us to be who we are today. I know I tested her patience on a regular basis, but I knew she would guide me with her unconditional love and values. I remember one day she said to me, "I hope someday you have a daughter just like you." To this day, I am not sure if that was a compliment or a warning that I would have my hands full!

Fast forward to December 1987, when I was blessed with a beautiful baby girl. I remember what my mom

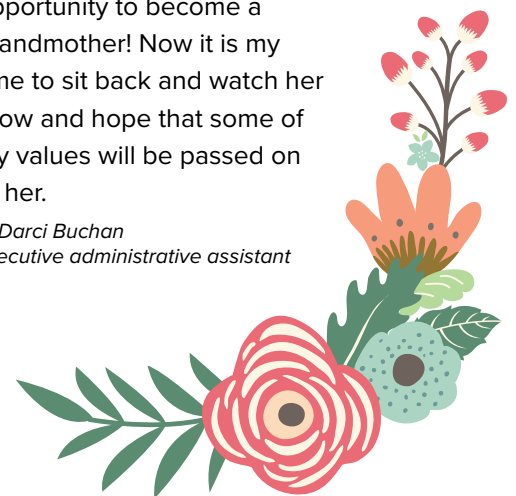


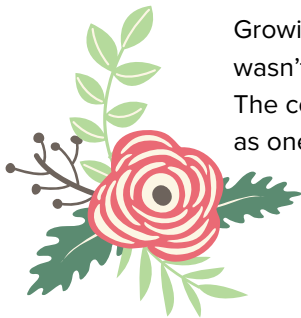
said to me, so I set out to raise my daughter just as I was. I watched her grow, I hugged her when she was sad and celebrated every milestone. I gave her everything she needed to become successful, but I also taught her that nothing in life is free. If you want something, you need to work hard for it. I shared with her what I thought was important in life – education, family, friends and religion. I gave her the opportunity to make her own choices, but was always there to help guide her

when her choices were not the best. I know I have a daughter just like I was!

But, the best part of being a mother is having the opportunity to become a grandmother! Now it is my time to sit back and watch her grow and hope that some of my values will be passed on to her.

— Darci Buchan
Executive administrative assistant





Growing up in China, Mother's Day wasn't one special day to celebrate. The country honors motherhood as one of the most respected and

praised roles in society, and the country, nature and even the most powerful ancient mythical gods were described as Mother. Since I was very little, my mother told me that every birthday celebrated is an honor to mothers, a reminder of what a mother had to endure on that special day. While I made a point to call my parents on my birthdays, I didn't fully understand what it meant until I had children of my own. Motherhood is truly the most challenging and rewarding experience. I have been (and hope to continue) celebrating motherhood with my mother and my children for many more years to come, and celebrating the beauty of motherhood on every birthday. If I am lucky, I shall be able to pass down my mother's wisdom and traditions to my children.

— Bibi Kaminski
Customer business manager in
Consumer Products Sales

For most of the years I have been a mother, Mother's Day and the Minnesota fishing opener have fallen on the same weekend. This means our traditions around Mother's Day are slightly different than the stereotypical celebrations. There is no breakfast in bed or lazy days for me, but the weekend is still wonderful in our own way. My kiddos and I usually attend church and then go to the Austin Country Club for brunch with my mother-in-law, my children's great grandma, and possibly some aunts. It is fun to share the day with my kiddos and the other beautiful mothers in my life.

— Heidi Akkerman
Associate manager of corporate innovation





serving suggestion

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THE A-List GROCERY LIST

by Sean Elder

Say you want to look like Gwyneth Paltrow, strut like Gisele, throw like Tom Brady or shoot like Steph Curry. There's not much you can do about genetics, but if you want to eat like these celebrities, you can get plenty of support from the chefs who keep them fit. Just be prepared to add a lot of exercise to your regimen, and tell your stomach to say goodbye to cheeseburgers.

Paltrow may be more famous for her food obsessions than her films these days. The Academy Award-winning actress and Goop founder has taken her share of grief for advocating a lifestyle that seems unattainable, if not flat-out eccentric to many. But to her millions of followers, Paltrow's food choices are dietary lodestars that might just guide you to her perfectly ethereal look. Her latest cookbook, *It's All Easy*, written with chef Thea Baumann, provides plenty of recipes for such standbys as kimchi fried rice and ginger chia pudding. By pricing all the ingredients online, E News was able to duplicate three Paltrow meals a day for about \$22 each. And yes, that includes breakfast.

Author and chef Julia Turshen co-authored Paltrow's earlier, best-selling cookbook, *It's All Good*, and is herself no slouch in the kitchen. Having grappled with weight gain in the past, she now eats a not-hard-to-replicate diet of fruits, veggies and lean proteins. Working with Paltrow, Turshen perfected a number of recipes that are actually delicious and simple to make, like the Thai-style chicken burgers or their fried zucchini spaghetti. Currently working on a cookbook – and Turshen's done dozens, including her own, *Small Victories* – she gets to indulge in the occasional extravagance and rationalize it. Like when she went to New Orleans with her wife “and basically ate everything in sight,” she told the New York Post recently, “but we walked from restaurant to restaurant. It was a great way to get exercise and see more of a beautiful city.”





New England Patriots' quarterback Tom Brady and his wife, Brazilian supermodel and yoga fanatic Gisele Bündchen, have a personal chef who prepares meals for them and their kids. Allen Campbell, who worked in some of Boston's best restaurants before cooking for Brady's brood and bills himself as "The Progressive Modern Chef," focuses on a plant-based diet — "because that's where all the nutrition is," he told the Boston Globe. "My philosophy is that a plant-based diet has the power to reverse and prevent disease." That doesn't mean eat only plants: just eighty percent. "The other twenty percent is lean meats: grass-fed organic steak, duck every now and then, and chicken. As for fish, I mostly cook wild salmon."

Now that doesn't sound so bad! Did we mention that he uses no white sugar or white flour? Or that he only cooks with coconut oil? It's only when you get to the "raw lasagna" (think zucchini with pesto, served cold) that you may find yourself starting to waver. The



power couple's idea of comfort food is quinoa with wilted vegetables, and some toasted almonds tossed in to liven things up.

NBA superstar and *Muscle Milk*® brand athlete Steph Curry has his own live-in chef: his wife, Ayesha. If you want to eat like the Golden State Warriors' point guard, you can watch her upcoming Food Network show, Ayesha's Homemade. Quinoa makes another appearance here – for the uninitiated, quinoa is a low-calorie, low-fat, high-protein grain that is gluten-free and has a nice nutty flavor. The Curry family's go-to breakfast option of avocado toast is not going to break the bank, and making it is in most people's skill set. On her website, ayeshacurry.com, you'll find lots of recipes for other culinary layups like Jalapeño cornbread and her version of refrigerator pasta. The good news is, for not much money, you can eat like Steph Curry.

Shooting like him? That's another matter entirely.



FOOD, MOOD and the TEENAGE BRAIN

by ethan watters

Being a teenager is tough. Going through adolescence, kids have to navigate intense social pressures with a body and brain that is constantly developing and changing. Researchers are just beginning to understand that the anxiety, emotional instability and depression teens often experience may not begin in their brain or environment – but in their gut. What we feed our teens may prove to be critical not only to their physical health but their mental health as well.

Parents already understand that good eating habits can give a teen the energy to make it through their daily gauntlet of school, activities and sports. The high-revving teen metabolism needs good and consistent fuel that should include meals and snacks with complex carbohydrates and slow-burning proteins. Regular family meals, away from screens and the siren call of social media, can also improve a teen's mood.

Until recently, what happened in the gut was thought to be fundamentally separate from the neurochemistry of the brain.

Collectively known as the microbiome, our gut bacteria helps us break down food to release nutrients, vitamins and energy. Research now suggests that the gut also sends chemical signals to our central nervous system. Critically, the microbes in our gut secrete the hundreds of neurochemicals, including both serotonin and dopamine, that help us get good sleep and affect memory, learning and appetite. There are now fairly conclusive studies with animals (mostly mice but sometimes monkeys and in one case zebrafish) that show how changes in gut bacteria can increase or calm anxious behavior.

Human studies on the microbiome-brain link have recently begun in earnest. In one of those, researchers at Ireland's University College Cork



gave a group of healthy men either a supplement of Bifidobacterium or a placebo. The 22 men who ingested the live bacterium reported feeling less stress than the placebo group. Even more tellingly, the bacterium-ingesting group showed lower levels of the stress-related hormone cortisol and had measurable improvements in tests of visual memory. Combined with earlier animal studies, these results have caused a stir in the research world. Some scientists have speculated that we may soon have psychobiotics in the form of supplements or pills that plant specific microbes in the gut to maximize brain efficiency or even target mental illnesses like depression, ADHD or acute anxiety.

Food and lifestyle blogs are now full of advice and new products that have come onto the market claiming to be probiotics or prebiotics. These are often foods, drinks or supplements that claim to plant or protect certain good bacteria in the gut. While the particular claims of these supplements have yet to be proven, there is a growing consensus that having a healthy gut is important for brain health.

There is no one diet or set of foods guaranteed to elevate and stabilize

moods for everyone. The microbiome in the human gut, in fact, appears to be uniquely adaptable to dietary changes. Go from a vegetable-heavy diet to one favoring meat (or vice versa), and your microbiome will quickly adjust.

For a parent preparing food for a teen, there are certain foods that you might consider putting into the rotation. Fiber in food, for instance, appears to create the environment in which a healthy microbiome can thrive. Foods including pickles, miso soup, dark chocolate, sauerkraut, yogurt or yogurt drinks and other fermented dairy products like cheese are also considered to be beneficial. Most of those (with the possible exception of sauerkraut) are pretty attractive to the fickle teen palate.

We are far away from being able to precisely predict how changes in diet will impact each individual. But, knowing the connection between gut health and mood might lead parents to experiment with new food choices and to track subsequent mood and behavior changes. With the right mix of foods, we might not just be providing our children with a healthier day, but a happier one as well.



Weeknight Dinners

MADE SIMPLE

By Angela Sellers

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



We know weeknights can be next to circus-status crazy. Especially if you work full-time. Especially if your spouse also works full-time. Especially if you have company. Or kids. Or if any of the above are picky eaters. And also especially if you are one of the few, the proud, the people who are still clinging on to their New Year's resolution for a healthier, happier 2017.

To help ease the crazy, we've got your back - at least for a week - but we won't tell if you come back to this every few weeks. We've taken the guess work out of weeknight meal planning for the week and given you a shopping list and a coupon to boot!

Helpful tips from Angela:

Tackle the challenge of meal planning and preparation with these tips in mind.

- When writing out your grocery list, group items in like categories. Grocery, Produce, Meat, Dairy, Deli, Bakery. This keeps you moving through the store with efficiency and lessens the chance that you'll forget something.
- Plan meals that have similar ingredients. Turkey Enchiladas on Monday and Turkey-Vegetable Pizza on Friday. This helps keep food waste to a minimum.
- When shopping for produce, limit yourself to only a week's worth. This also helps with reducing food waste.
- If there's a day when you have a little more time, get that pesky prep work out of the way. Chop and store items so you can easily access them on those busier days.
- Package leftovers as individual servings, in microwavable containers. That way if something comes up, you have a back-up plan in a pinch.

Weeknight Dinners SHOPPING LIST

tear out!



DRY GOODS

- ☐ 1 (16-ounce) box Campanelle pasta
- ☐ 1 (10-ounce) prebaked pizza crust
- ☐ 1 (14-ounce) can chick peas
- ☐ 1 (15.2-ounce) jar *Herdez*® salsa verde
- ☐ 1 (10-ounce) can *La Victoria*® enchilada sauce
- ☐ 1 package *ChiChi's*® flour tortillas (fajita size)
- ☐ Whole grain brown rice
- ☐ *House of Tsang*® spicy Szechuan sauce

PRODUCE

- ☐ 1 pint cherry tomatoes
- ☐ 2 heads broccoli
- ☐ 1 bunch fresh parsley
- ☐ 1 (1-ounce) package fresh basil
- ☐ 4 bell peppers (multi-colored)
- ☐ 1 (8-ounce) bag sliced carrots (carrot chips)
- ☐ 8 ounces white mushrooms
- ☐ 1 large red onion
- ☐ 1 package fresh arugula
- ☐ 1 cup small radishes

REFRIGERATED

- ☐ 2 (7-ounce) containers refrigerated pesto
- ☐ 4 cups shredded Mexican cheese blend
- ☐ 8 ounces Parmesan cheese
- ☐ 1 (16-ounce) package *Wholly Guacamole*® dip

MEATS

- ☐ 1 (1-pound) package *Jennie-O*® ground turkey
- ☐ 2 (24-oz) packages *Jennie-O*® turkey tenderloins
- ☐ 1 (1-lb) *Hormel*® *Always Tender*® pork tenderloin

FROZEN

- ☐ 1 (8-ounce) package shelled edamame

PANTRY

(you may have these on hand)

- ☐ Olive oil
- ☐ Kosher salt
- ☐ Black pepper
- ☐ Ground cumin
- ☐ Ground curry powder
- ☐ Ground coriander

Turkey Pesto Pasta

hands-on time: 20 minutes |
total time: 20 minutes | serves: 6

- 1 (1-pound) box campanelle pasta
- 2 cups broccoli florets
- ½ (24-ounce) package *Jennie-O*® turkey breast tenderloins
- 1 (7-ounce) package refrigerated pesto
- 1 cup cherry tomatoes, halved
- 2 cups arugula leaves
- ½ cup grated Parmesan cheese
- Salt, to taste
- Freshly ground pepper, to taste

In large Dutch oven, cook pasta according to package directions in boiling salted water. Add broccoli to water during last 3 minutes of cooking. Drain pasta mixture and set aside. Meanwhile, cook turkey according to package directions. Always cook to well-done, 165°F as measured by a meat thermometer. Slice or chop. Stir turkey and pesto into pasta and heat over medium heat until heated through. Stir in tomatoes, arugula and Parmesan cheese. Season with salt and freshly ground pepper, to taste.

Nutritional information per serving:
Calories: 670, Protein: 27g, Carbohydrate: 100g,
Fat: 16g, Cholesterol: 36mg, Sodium: 243mg

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Monday





Tuesday



Pork and Vegetable Stir Fry

hands-on time: 20 minutes |
total time: 20 minutes | serves: 4

1 pound *Hormel® Always Tender®* pork tenderloin,
cut into 1-inch pieces
4 tablespoons olive oil, divided
1 (8-ounce) package white mushrooms
2 cups broccoli florets
½ cup carrot slices
½ cup red bell pepper, sliced
½ cup green bell pepper, sliced
½ cup yellow bell pepper, sliced
½ cup frozen edamame, thawed
¼ cup *House of Tsang®* spicy Szechuan stir fry sauce

In wok over medium-high heat, cook pork in batches, in 2 tablespoons hot oil, 5 to 7 minutes or until browned and cooked through. Remove from wok and set aside. Heat remaining 2 tablespoons oil and add mushrooms. Cook 3 minutes or until browned. Stir in carrot slices and next 4 ingredients and cook until crisp tender. Add stir fry sauce and heat thoroughly.

Nutritional information per serving:
Calories: 380, Protein: 30g, Carbohydrate: 23g,
Fat: 21g, Cholesterol: 51mg, Sodium: 939mg



Turkey Grain Bowl

hands-on time: 30 minutes |
total time: 30 minutes | serves: 4

1 cup uncooked whole grain rice
1 (1-pound) package *Jennie-O®* lean ground turkey
2 tablespoons olive oil
1 teaspoon ground cumin
½ teaspoon curry powder
½ teaspoon ground coriander
½ teaspoon kosher salt
1 cup carrot slices
1 cup shelled frozen edamame, thawed
1 cup small radishes, quartered
1 yellow bell pepper, sliced
Fresh cilantro sprigs, if desired

Cook rice according to package directions. Cook ground turkey in olive oil as specified on the package. Always cook to well-done, 165°F as measured by a meat thermometer. Season with cumin and next 3 ingredients. Cook 2 minutes or until fragrant. Divide rice evenly among 4 serving bowls. Arrange turkey and remaining ingredients over rice. Garnish with fresh cilantro sprigs, if desired.

Nutritional information per serving:
Calories: 479, Protein: 30g, Carbohydrate: 51g,
Fat: 30g, Cholesterol: 81mg, Sodium: 617mg

Wednesday





Michael from the creative team says: "I love this grain bowl! It's so easy, so healthy, and actually really delicious!"



Turkey Enchilada Casserole

hands-on time: 20 minutes |
total time: 50 minutes | serves: 6

1 (24-ounce) package Jennie-O® turkey tenderloins
1 (10-ounce) can La Victoria® enchilada sauce
2 cups shredded Mexican cheese blend, divided
8 fajita-size CHI-CHI'S® flour tortillas
1 1/4 cups Herdez® salsa verde
Garnish: Wholly Guacamole® dip, sliced red onion,
tomatoes, freshly chopped cilantro leaves

Heat oven to 375°F. Cook turkey as specified on the package. Always cook to well-done, 165°F as measured by a meat thermometer. Shred with fork. In large bowl, combine turkey, enchilada sauce and 1 cup cheese. Spoon turkey mixture evenly down centers of tortillas. Roll up tortillas and place, seam side down, in a 3-quart baking dish. Pour salsa verde over enchiladas and top with remaining 1 cup cheese. Bake 30 minutes or until heated through. Garnish with guacamole, red onion, tomatoes and cilantro, if desired.

Nutritional information per serving:
Calories: 439, Protein: 37g, Carbohydrate: 36g,
Fat: 18g, Cholesterol: 75mg, Sodium: 1535mg

Kentucky

Turkey Pesto Vegetable Pizza

hands-on time: 20 minutes |
total time: 20 minutes | serves: 4

½ (8-ounce) package refrigerated pesto
1 (10-ounce) pre-baked pizza crust
1 cup mixed bell pepper slices
1 cup shredded, cooked *Jennie-O*® turkey tenderloin
½ small red onion, thinly sliced
2 cups shredded Mexican cheese blend
½ cup fresh arugula leaves

Move oven rack to bottom position. Heat oven to 425°F. Spread pesto evenly over pizza crust. Layer with bell pepper slices and next 3 ingredients. Bake on bottom rack 20 to 25 minutes or until cheese is lightly browned and bubbly. Top with fresh arugula leaves.

Nutritional information per serving:
Calories: 447, Protein: 30g, Carbohydrate: 51g,
Fat: 30g, Cholesterol: 81mg, Sodium: 617mg





Friday

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







passing Down the Love Of Cooking

By Nevin Martell

Title and illustrations by Dylan Marcks, age 6

“Can I help you, Poppa?” asks my three-year-old son, Zephyr. Looking down, I see him staring up at me, a hopeful look on his cherubic face.

Like I could turn down such enthusiastic assistance from someone I consider to be the cutest kid in the world. A moment later, he’s standing on his little yellow plastic chair alongside me. Whether we’re making dinner, baking cookies or trying a new recipe for spice infused simple syrup to sweeten my morning coffees (and nighttime cocktails), I’m happy to have him be a part of the process.

“Does this taste delicious?” I’ll ask, because I want to give him a sense of ownership in what we’re making. He definitely lets me know when something isn’t up to his pint-sized standards. The critiques sting sometimes, but I get over it. I’m a big boy.

If I’m frying some *Hormel® Black*

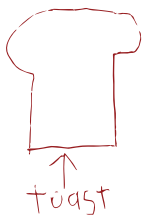
Label® pecanwood bacon or have the KitchenAid mixer going full bore, it’s my job to make sure learns about the inherent dangers of cooking. But that doesn’t mean he can’t get his little hands dirty. I put him to work whisking together ingredients or chopping up others using a disposable plastic knife.

No matter what I’m doing, I don’t stop talking. It’s as much about the ‘how-to’ as it is about the ‘why.’ “We’re going to sauté these onions over a low heat so they caramelize,” I’ll explain. “That brings out their sweetness, which will be a really nice flavor in the grilled cheese sandwiches.”

My aim is to give him a foundation of understanding and a set of basic skills, so he can cook for himself and those he loves in the years to come. I’m already looking forward to the day when I walk into the kitchen and say, “Can I help you, Zephyr?”



Nevin and Zephyr Martell cooking.
photo credit: Indira Martell



We asked employees what their favorite ways are to cook with their kids in the kitchen too. Here are a few, and find more on social media throughout the spring.



With a family of two working parents, weekends are our time to get the most out of family time. Our five year old, Claire, loves to help out in the kitchen as much as possible - we just hope that continues when she gets older! We have a step stool for her so she can help us out, whether it be by pouring in already-measured-out ingredients, mixing or assembling a sandwich or lasagna. Her absolute favorite thing is to bake cookies! Her two grandmas got her started pretty young by reserving time during visits to their houses for cookie baking. Claire learned at age two how to roll out cookie dough, cut out shapes and most importantly - decorating with frosting and sprinkles! Even peanut butter and chocolate chip cookies taste better with frosting and sprinkles to her. We also have a one-year-old who has increasingly become curious when we are in the kitchen and wants to see what is going on. We will pull up her high chair and give her some measuring spoons and cups to play with as she watches.

— Ashley and Chad Donicht
Senior cost analyst and senior packaging scientist

Having two children under five (Charlie, five years old, and Ingrid, three years old), my wife Sarah and I often find ourselves leveraging the kids' high energy around dinner time for some simple food prep. Charlie is our meticulous engineer who always delivers upon great instructions, while Ingrid is much more of a free spirit and definitely puts her own twist on the recipe. One of Charlie and Ingrid's favorites is homemade pizza rolls (of course made with *Hormel*® pepperoni!). The recipe is simple, just place one slice of mozzarella cheese on a rolled out croissant with one slice of pepperoni and roll. Place in the oven for 8-12 minutes and enjoy with your favorite dipping sauce.

— Josh Mohr
Vice president of consumer marketing at CytoSport



Our kitchen is where we spend most of our family time. As parents, we love having the kids' company while we make meals. The kids will often color at the table while we talk and get ready to eat. Kinley and Gemma really love being part of food preparation. Like a lot of other kids, pizza is one of their favorite foods. The girls take their time perfecting their own creations, and they get so excited to see – and eat – the finished product. Even though it creates more messes, the memories made are well worth the extra clean-up! Not pictured is little brother Oliver, who would probably eat pizza for every meal if he had the chance.

— Adam Kirchhoff
Applications team leader in IT



Week nights can be hectic for families with small children, and our family is no exception. Keeping our two-year-old Maverik entertained while preparing dinner was challenging at times, so we decided to get him involved. He loves to help around the house and getting him involved with cooking dinner has been a fun process. He likes to help wash vegetables and mix ingredients, and he loves to season the food as it cooks. These small

steps give him a sense of ownership in the whole process. When dinner is ready, he gets excited because he feels like he made it, and he is much more willing to try new foods when he has a hand in cooking them! Cooking dinner at home with him has become fun for all of us and something we look forward to at the end of the day!

— Brett and Jessica Asleson
National sales manager for
healthcare and marketing project
coordinator for international



All through the house
Sounds of laughter filled the air
Giggles and excitement
For the experience we were about to share
You see when our bananas get ripe
Too ripe to eat
The boys know that they're in
For a special treat
They pull up their chairs
And get ready to bake
Banana bread is
One of our favorites to make
They measure, mix and pour
Making quite a mess
All while making memories
It's quite the process
When the bread is in the oven
We head straight to the tub
Cleaning up is half the fun
Rub a dub dub!

— Dan Zielke
Human resources coordinator at Osceola Food



I love to cook and my kids love to cook too. It's messy and tasty, but my kids love to be involved and connected. Cracking eggs is always fun for kids, and a SPAM® omelet is a favorite breakfast item on weekends. Our favorite dessert dish to make together is a pavlova, which is a base of cooked meringue loaded with whipped cream, fruit and pieces of milk chocolate and white chocolate. My daughter Samantha really stopped me in my tracks one Saturday whilst we were cooking, at four years old she grabbed an egg out of my hand and said, "I can do this mom!" She proceeded to crack and separate the yolks from each egg white into the two separate bowls, egg after egg with professional precision. I guess she had been watching her big brother Rory and me very intently in previous pavlova cooking occasions. For my birthday, both children together made a pavlova by themselves, only needing help with the oven - not bad for a four-year-old and nine-year-old. I made my first pavlova when I was 13 years old, so it is fun to pass on these traditional recipes to my kids. I hope that in this world of technology, my kids can still feel connections and build confidence through cooking. We love to create good food, eat and share with friends and family, either in person or with those in the UK 4,000 miles away on social media.

— Marianne Pollock
Marketing director for Hormel Foods
International Corporation





FOOD + DRINK

Together Like Never Before



By Elva Ramirez

Choosing the right food and drink pairing is about complementing, not overpowering, the flavors in your cooking.

Several top New York City bartenders weigh in on beverage options you can make yourself to pair with home cooking.

ASIAN CUISINE

“Asian flavors are incredible because they are highly nuanced,” says Pamela Wiznitzer, creative director at Seamstress in New York’s Upper East Side. “Asian food has more umami going on than in other cuisines globally. It’s a shame to pass up drinking in a corresponding manner.”

For delicate Asian dishes, Wiznitzer suggests a play on a classic martini, using sochu as a base. Sochu is a popular Japanese spirit that can be made from a variety of bases, such as rice, barley and sweet potato. (Wiznitzer suggests choosing a sweet potato sochu for this drink.)

Look for a dry vermouth that’s not going to overwhelm the drink, add a few dashes of orange bitters and maybe even two drops of sesame oil while you stir.

You can play with the ratios but the idea is that you don’t want a drink that’s too citrusy or too sweet or that uses aged spirits that take the spotlight away from the food. Sochu also has a lower alcoholic content so you can have a few drinks without feeling the effects too quickly.

“This martini is a palate cleanser every time you sip it,” Wiznitzer says.

FOOD

photo: Studio H

Sochu Martini

Created by Pamela Wiznitzer

2 oz. sochu, preferably sweet potato-based

1 oz. dry vermouth

3 dashes orange bitters

2 drops sesame oil

In a mixing glass, combine all ingredients over ice and stir until well chilled. Pour into a chilled glass. Optional: Add a tiny pinch of salt to finished drink, making it more savory.

Suggested food pairing:

Get take out from your nearest Asian restaurant or make a stir fry with House of Tsang® sauces.

DRINK

Suggested food pairing:

Swing by a taco truck on your way home from work, or simply have with chips and salsa.

DRINK

Classic Margarita

Created by Pamela Wiznitzer

1 oz. reposado tequila

1 oz. mezcal

½ oz. apricot liqueur

¾ oz. fresh lime juice

½ oz. simple syrup

In a mixing glass, combine all ingredients over ice and shake until well combined. Pour into chilled glass.

MEXICAN-STYLE DINNERS

“When you think about Mexican food, you get really beautiful intense flavors, and a lot of spice,” Wiznitzer adds. “Not spices that are necessarily always hot, but spices that give you huge mouthfeel.”

“It’s really nice to have a drink that complements that,” she says. Drinking an agave-based spirit, such as tequila or mezcal, pays homage to how people drink in Mexico.

Wiznitzer’s twist on the margarita uses a split base of mezcal with reposado tequila to bring out agave notes. Instead of the traditional Cointreau, she uses apricot liqueur, fresh lime juice and a small dash of simple syrup. As any bartender will tell you, fresh lime juice, not bottled, is always key.

One fun option for garnishes: Incorporate the spice packs, such as Chi-Chi’s® fiesta taco seasoning mix. Add 1 part spice pack to 2 parts salt and 1 part sugar and rim half the glass.

“Only rim half of the glass,” Wiznitzer says. “Sometimes not everyone wants the spices all the time.”

photo: Studio H

CLASSIC CHILI

If you're looking for the right way to show off a classic *Hormel*® chili, try a beer cocktail.

"If you want to pair a drink with something rich and meaty, you want to go with something acidic and clean," Giuseppe González, co-owner of Suffolk Arms, says. "And, for a clean finish, you can't beat beer."

The Tough Room, a beer cocktail, is one of Suffolk Arms' most popular drinks. It's essentially a Guinness with a whiskey float.

"You know how Guinness floats on everything? So, I thought, 'What can I get that floats on Guinness?,'" González says.

From across the room, the drink looks like a pour that has too much froth, but, "It gains complexity as you drink it," González says. "It's a cocktail in the beginning, then you get the bitter Guinness and it all dries out."

The Tough Room

Created by Giuseppe González

½ pint Guinness
1½ oz. bourbon
1 oz. fresh lemon
¾ oz. simple syrup
1 egg white

Pour Guinness into a glass and set aside. In a cocktail shaker, add bourbon, fresh lemon juice, simple syrup and one egg white. Shake hard until it's creamy, then gently pour on top of the beer.

FOOD

photo: Studio H

Suggested food pairing:

A simple bowl of *Hormel*® chili will do, or try making your own from scratch in the slow cooker.

DRINK

photo: Gabi Porter

Suggested food pairing:

Lloyd's® ribs are sure to please a crowd, or barbeque tofu if you want to get a little crazy.

DRINK



photo: Studio H

Champagne Punch

Created by Giuseppe González

1 bottle Champagne*
Fresh strawberries, thinly sliced
Fresh cucumbers, thinly sliced
Fresh mint
Sugar to taste

Mix all ingredients in a bowl, careful not to crush the fruit. Add large ice cubes. Serve when chilled.

**For a family-friendly mocktail, substitute sparkling water for Champagne.*

BACKYARD BARBEQUE

"Barbecue is something you rarely do that's not some kind of big event with a lot of people, especially if you're hosting," González says. "The less I'm in the kitchen, the better the event is."

"You can't go wrong with some kind of Champagne punch," the bar veteran says. "It's basically Champagne and fresh fruit on ice. Done. That's it."

Similar to making sangria, you can add fresh strawberries and sugar to taste to a bowl filled with a full bottle of Champagne. You can also add fresh cucumbers and fresh mint, and end up with a drink that resembles a sparkling Pimm's punch.

FOOD

photo: Studio H

BACON BASH

Fat-washing is a technique that infuses spirits with deep flavors. Although it sounds tricky, it's accessible to anyone who knows their way around baking.

"It's easier than cooking, anyone can do it," says Nico de Soto, co-owner of Mace in New York and Danico in Paris.

You'll be highlighting the smoky flavors of bacon, so de Soto says it's ok to use any spirit of your choice.

"Bourbon is what everyone does, but vodka is where you can taste it the most," he explains. "I prefer vodka because it's very neutral."

Nico has featured fat-washed drinks on the menu at Mace since the bar first opened in March 2015.

First, you will have to cook some bacon and render the fat without burning it, or the bacon. Set the bacon aside and pour the rendered fat into a measuring cup. Fill until you have about an ounce and a half of liquid fat.

You will need 1.5 ounces rendered fat for one 750 ml bottle of spirits. Pour the fat into the bottle with liquor to combine. Let the mixture sit for about ten minutes and then shake the bottle, repeating this process for about an hour or two.

Place your fat-infused bottle in the freezer and freeze overnight. The fat will solidify but the alcohol won't. Then, you'll strain off the fat.

"The fat is on top," de Soto explains. "It's a lot of small pieces. Sometimes you'll have a layer at the top, but it's very thin. It will break right away."

He cautions that you have to strain very fast or the fat will start to melt. You need to strain the liquor as soon as you remove it from the freezer, while the fat is still solid. Once you're finished straining, the resulting liquid is now bacon flavor-infused and ready for mixing in drinks.

With a bacon fat-washed drink, there are no rules. "It goes with pretty much everything," de Soto says. "You can use it in flips or make shaken drinks." He adds that pineapple complements bacon-flavored drinks well.



photo: courtesy of Mace

The Black Pepper

Created by Nico de Soto

1½ oz. Bacon fat-washed vodka

1 oz. Watermelon shrub

½ oz. Verjus

3 dashes black pepper tincture

Combine ingredients over ice and shake well. Pour into a tall glass with clean ice cubes. Top with soda water.



FOOD-INFUSED DRINK

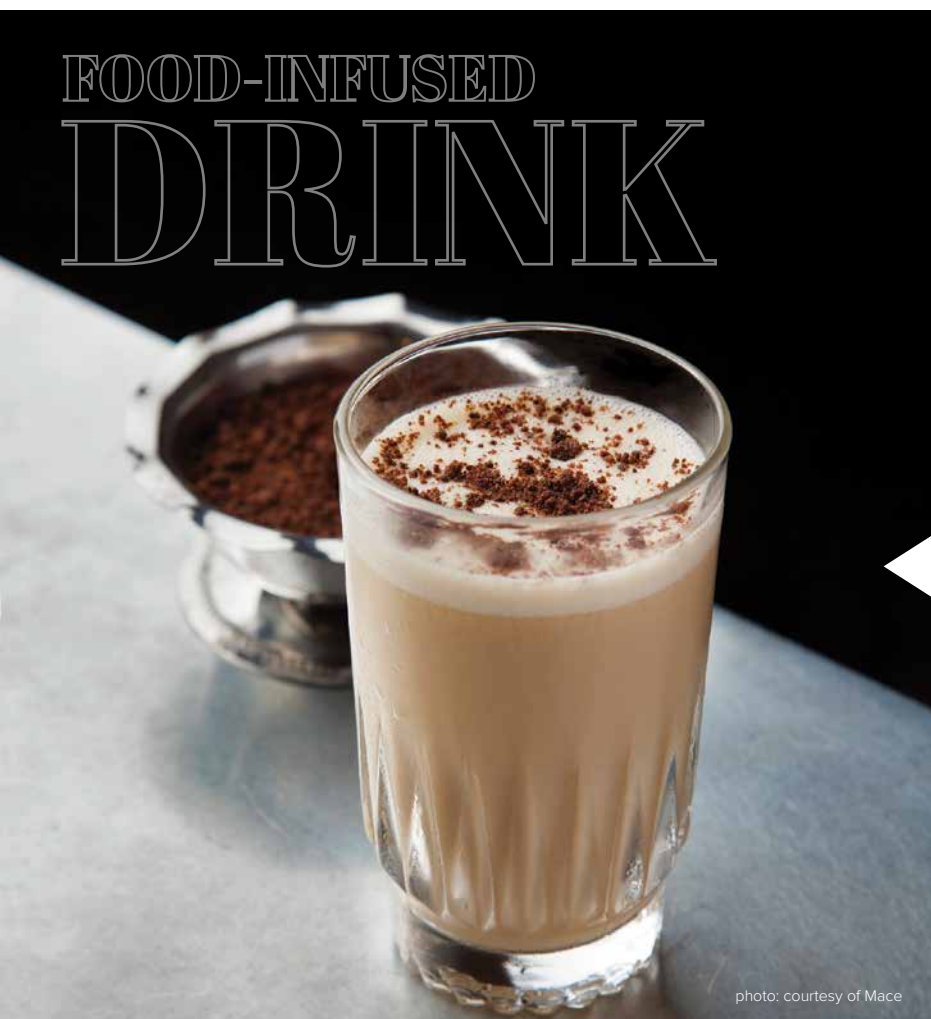


photo: courtesy of Mace

Peany the Pig

Created by Nico de Soto

1½ oz. Cruzan Black Strap rum (or skip the rum!)
1 egg
1 spoonful peanut butter
¾ oz. honey
Chocolate shavings

Combine ingredients and shake well. Once emulsified, add ice and shake vigorously. Pour into short glass. Garnish with chocolate shavings.

A New Twist on the Ol' Bacon

Created by Natalie Baudler

2 oz. Bacon fat-washed bourbon
¼ oz. Maple syrup
2 dashes bitters
Orange slice, for garnish

In mixing glass, stir bourbon, maple syrup and bitters with ice. Strain into chilled glass filled with ice. Garnish with orange slice.

PEANUT BUTTER PARADISE

Now that you've learned to fat-wash drinks with bacon, you can do the same with *Justin's*® peanut butter. No, really. Follow the same process as for bacon, but use peanut butter instead of bacon.

"This time you'll want to skip vodka and look for brown spirits like rum, bourbon or rye instead. The finished peanut-infused spirit will be flavorful, but not as versatile as bacon. Nico suggests looking to flips (which use whole eggs) or stirred drink recipes, and skipping anything that uses juice.

24 Hours in the Life of a Social Media Celebrity

by Alyssa Shelasky

Jeremy Jacobowitz of the Instagram handle @brunchboys has 315,000 followers, and is, by all standards, breaking the internet one bacon burger at a time. He shares his love of brunch through original videos, photography and blogs, and is known in the food scene as The Ashton Kutcher of food-lebrities. He's been named one of New York's most eligible bachelors and is developing two shows about his life.

Here is a taste of one day of eating, posting, blogging and hob-nobbing... along with 315K followers:

6:30 am

Most days begin at the gym. They just have to. I box or do a boot camp. I just signed a deal with New York Sports Club where they give me a trainer twice a week, essentially sending me on a fitness journey, which I'll produce videos about. That's a nice perk! Basically, the only things I still pay for are rent and tequila.



12:30 pm

Next, Speedy Romeo. I love Speedy and they love me. They give us everything on the menu. Pizza, salad, octopus, etc. And these are not slices, they are giant pies! I really try not to eat everything. Restaurants give me, like, 12 entrees for free, every single

day. I normally can't take leftovers home with me either. I mean, I walk around with a giant thousand-pound camera (maybe that is an exaggeration), my tripod, my gym bag. I physically can't handle bags of food too - so I'd like to figure out how to easily make



9:00 am

My friend from Miami, who runs the handle The Naughty Fork, is visiting. She has like 550K followers. She is LEGIT and rightfully so. Her photos and videos are beyond beautiful. She runs Miami. We commence a day-long food crawl, which is pretty much what I do every day.

food donations somewhere (Any ideas?). At a restaurant, I like when food is coursed out. The worse feeling is when all the food is dropped in front of me by a waiter all at once. That gives me extreme angst and makes my job – making beautiful, well-produced food

photos and videos – very hard. I make sure to drink a ton of water and I don't drink alcohol on the job. I'm my own boss, but it's still work. And booze will slow down my day.



10:30 am

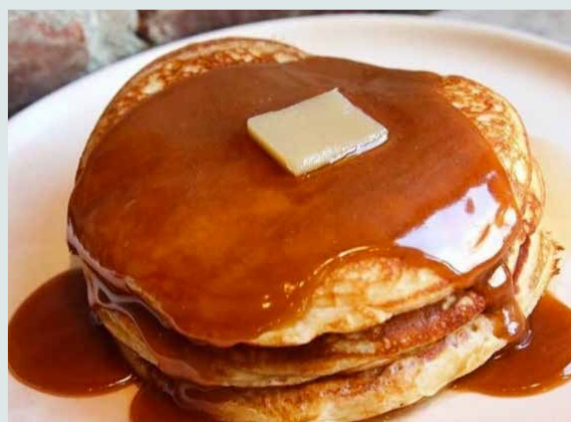
We're at Drunken Dumplings, that giant soup dumpling place. There are already people waiting to get in there. It's slammed. We eat a million dumplings and I shoot a video. I don't typically charge restaurants, some food bloggers do. My goal isn't even to have a great meal (although most of them are fantastic), it is to shoot 1,000 photos and post them forever and ever and ever.



2:00 pm

We get to Ippudo Ramen in the East Village. By now, we are dying. And here comes another thousand plates. At least we walked there. Fresh air somehow helps with digestion. Ramen goes over really well on Instagram. People love that stuff. French fries too. People want

to see food they understand. If I was served a giant sandwich with *Hormel® Natural Choice®* turkey, I'd make sure to cut it in half and present one half on top of the other. Sometimes you have to do a little surgery to make great-tasting food look as gorgeous on camera.



11:00 pm

I'm exhausted by the time I come home every night. I'll go through my photos on the subways. My camera sleeps in bed with me. My bed is basically my desk. It's a lot. I don't eat for a living, despite what people think. It's a business and a brand. I love it, but it's a job and I work extremely hard at it.

9:30 pm

I'm already thinking about brunch tomorrow. For years everyone hated brunch, but brunch is so good now! Sunday in Brooklyn has the best pancakes I've ever had in my entire life. Llama Inn serves super amazing Peruvian food. But, I'm not a critic. All my food is free, so I can't fairly judge anything. I just produce food content.

NEW YORK AND BROOKLYN

3:30 pm

I have to do business stuff. Sure, I could spend all day going restaurant to restaurant, but sometimes I have to deal with taxes, emails, boring stuff that no one thinks about. I keep an excel spreadsheet of everyone who's invited me to their restaurants, and currently there are 250 places that I've yet to go to.



4:30 pm

I only go to events if they are particularly cool and different, like the *Curemaster Reserve*® ham launch lunch at Toro. With that one, Chef Jamie Bissonnette was presenting, and musing on, the new premium *Curemaster Reserve*® hams – and that detail made it sound so fun, and impossible to say no to.

6:30 pm

Tonight I actually have a date. It's the one meal I've paid for in a while! I intentionally made a reservation like a "normal person" because if I did it through the publicist, they'd send out tons of dishes and we'd just drown in food. Overeating doesn't make for a very good date.

NORTHERN PORTION
OF
NEW YORK CITY
AND
COUNTY

Reading List

We asked our employees what they are reading,
and here is what they shared!

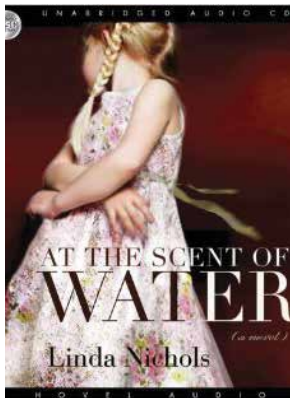


Luke Simon

IT Programmer Analyst

Ready Player One by Ernest Cline

I recently finished this book, and it is soon to become a Spielberg movie in 2018. I liked Ready Player One because I found it very immersive and easy to get enthralled in the Wade Watts character, a less than privileged kid who is trying to win a vast fortune in dystopian 2044. I highly recommend it! Give it a shot!

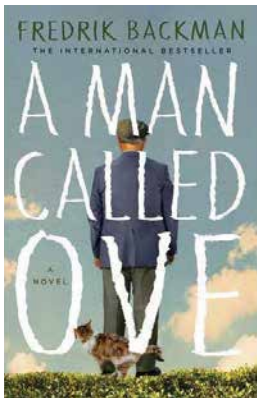


Becci Smith

Administrative Assistant for Corporate Communications

At the Scent of Water by Linda Nichols

It's so good, I just read it for the third time! It is an inspirational book about forgiveness and hope. It has several story lines that all resolve in a happy ending.

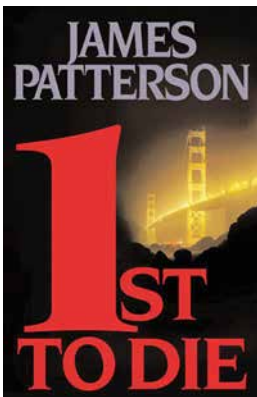


Megan Elliott

Meat Products Brand Manager

A Man Called Ove by Fredrick Backman

A Man Called Ove is a sweet story of how life is sweeter when shared with other people. It's my latest book club selection. I'm not done, but it's great so far!



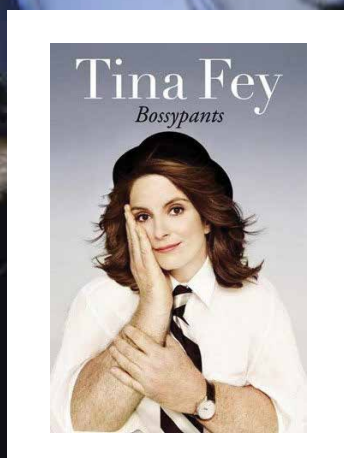
Kelsey Field

Senior Internal Auditor

1st to Die by James Patterson

We have actually started a book club with some women in accounting and we are reading fiction only. 1st to Die is what we are reading right now; it is the first in the Women's Murder Club series. It's about four women who are friends and help each other solve murders. They are a detective, a medical examiner, a reporter and a district attorney. It's great because there's mystery, action, a little romance and a lot of girl power!

"Your cheeks may hurt while reading it, and I heard the audiobook is awesome!"

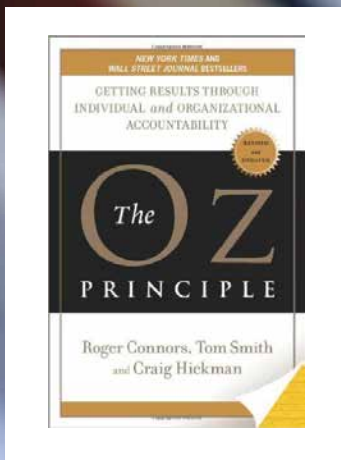


Stephanie Bowe

Consumer Insights Analyst

Bossypants by Tina Fey

Bossypants is a here's-what-happened-and-why-I-think-this kind of book that is honest and hilarious. Fey compiles her thoughts from awkward girlhood to juggling her roles as actor, daughter, mother, writer and boss. Your cheeks may hurt while reading it, and I heard the audiobook is awesome!

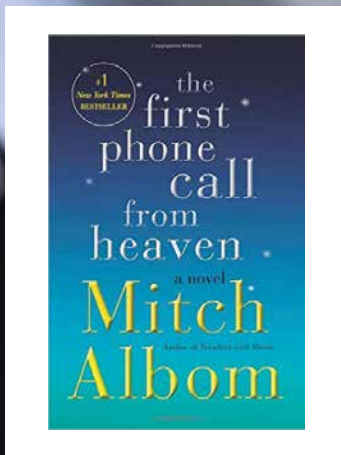


Dale Godbout

Six Sigma Project Manager

The Oz Principle by Roger Connors, Tom Smith and Craig Hickman

The Oz Principle is the foundation of our Cultural Beliefs. It's an easy read that has a lot of practical insights into getting the results you want.

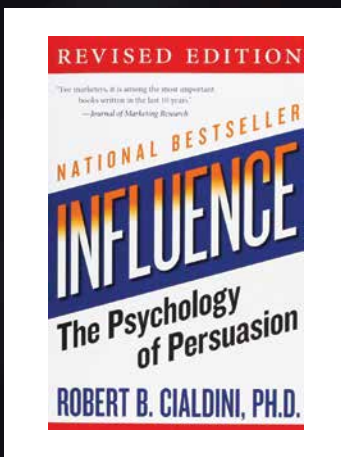


Ann Maxfield

Learning and Development Systems Technician

The First Phone Call from Heaven by Mitch Albom

This book takes a look at the impact that media and electronic communications have on beliefs - pro and con - to stories in today's world. It does it with topics that are riveting - religion, faith, love and loss - so that we can connect as readers.

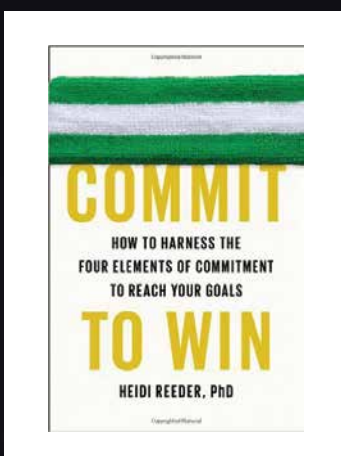


Emily Klotz

Meat Products Brand Manager

The 6 Principles of Persuasion by Dr. Robert Cialdini

I'm reading The 6 Principles of Persuasion for work and school. I have always enjoyed reading for fun, but with the books I am reading for school I enjoy learning new concepts that I can apply in my work life.



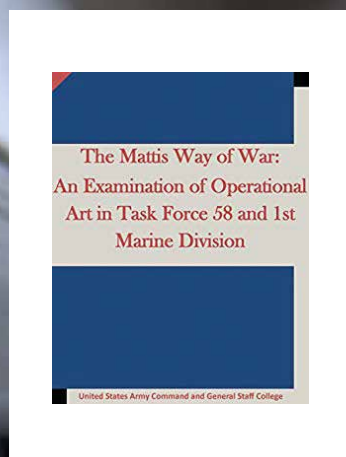
Luis Marconi

Group Vice President of Grocery Products

Commit to Win by Heidi Reeder

The key message is that for reaching any goal, it isn't motivation, willpower or determination, but is commitment that truly matters. The author offers an interesting perspective and four key steps on how to build and strengthen our own commitment for reaching our goals.

"This book is very applicable and has good learning lessons for the corporate world on how to lead and inspire."

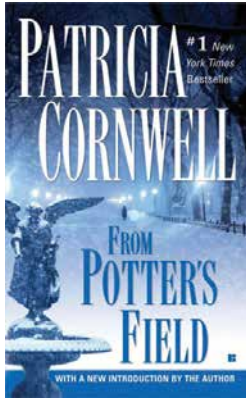


Chris Geis

Lead Supervisor for Cured and Smoked Meats at the Austin Plant

The Mattis Way of War: An Examination of Operational Art in Task Force 58 and 1st Marine Division by United States Army Command and General Staff College

As a veteran, I'm drawn to books that have this connection. This book is a tactical review of past operations and various leadership principles and traits exhibited during combat operations. This book is very applicable and has good learning lessons for the corporate world on how to lead and inspire.

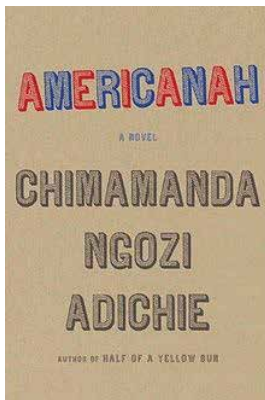


Tom Raymond

Director of Environmental Sustainability

From Potter's Field by Patricia Cornwell

This is a book in a series centered around a chief medical examiner (Kay Scarpetta) and her investigation into crimes and murder. The events in the series are largely based in Richmond, Virginia, and since I lived there, the description of the places really comes alive.

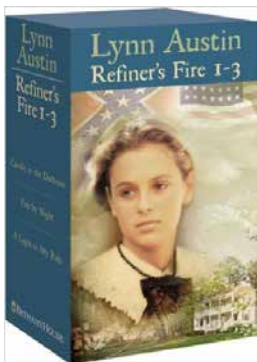


Lindsey Hernandez

Deli Pricing and Trade Manager

Americanah by Chimamanda Ngozi Adichie

The main character is Ifemelu, who is from Nigeria and moves to America. I love the way it provides insights into different cultures and describes some of the challenges Ifemelu faces while living in America. Plus, it's a love story. Great read!



Harold Burden

Manager of Demand Planning

Refiner's Fire series by Lynn Austin

I am a huge fan of historical fiction. This three-part series features different perspectives surrounding the Civil War in America - one from a slave girl, one from a Northerner and another from a Southerner. This series does an awesome job of immersing you into the lives and concerns of persons during that important era in our country's history. More importantly, it is written from a very inspirational and hopeful perspective, one that helps readers to see how throughout history, and even throughout the scars, everything works together for good.

» Not only do our employees read on their own, some of our team members have been reading to local kindergarten students!
vimeopro.com/hormelstudioh/reads

CHECK IT OUT

Celebrities, festivals, shout-outs and more!

- ⌵ My Breakfast of Champions:
Reality TV star and social media icon Kylie Jenner shares that she starts every day with *Jennie-O*® turkey breakfast sausage



Los Angeles Dodgers shortstop ⬆ Corey Seager joined the *Muscle Milk*® brand roster of athletes

For the second year in a row, ⬆ Hormel Foods has earned a perfect score of 100 percent on the Corporate Equality Index, related to LGBT workplace equality





The *Muscle Milk*® brand has been named Official Protein and Recovery Drink of Sketchers Performance Los Angeles Marathon

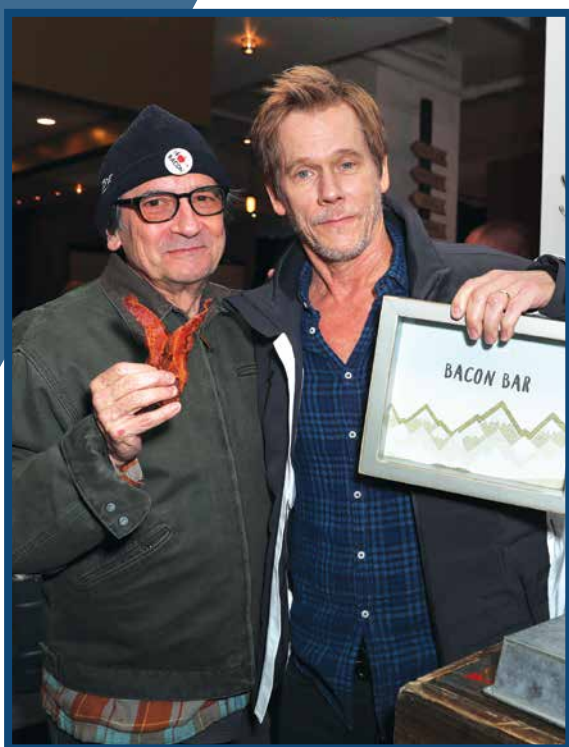
Di Lusso Deli Company built the official Guinness World Record World's Tallest Sandwich



Minnesota Twins baseball players dropped by the *SPAM*® Museum for a tour and *SPAM*®ples



« Just eight months after opening its doors, the *SPAM*® Museum welcomed its 100,000th guest



« Kevin Bacon stopped by the Applegate Bacon Bar at Sundance Film Festival to grab a bacon snack

The *Hormel*® *Black Label*® bacon brand launched the first ever mobile virtual reality shopping experience for bacon: The Black Market

blacklabelbacon.com/blackmarket





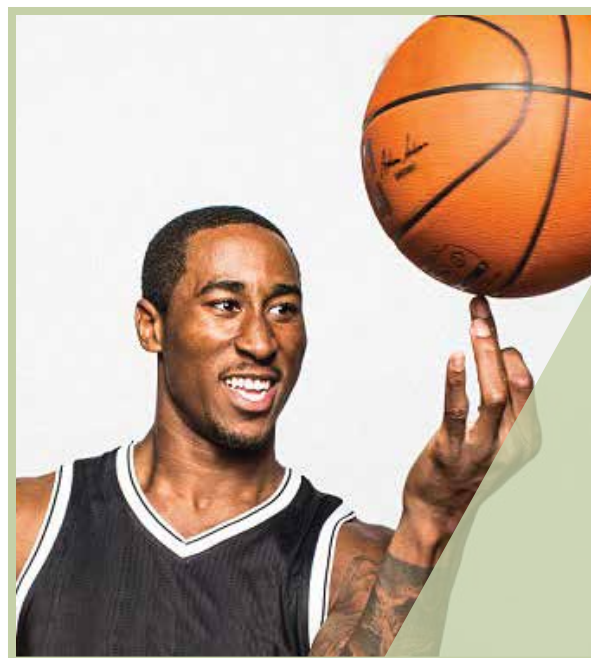
- ⤴ BuzzFeed found out what happens when strangers take a road trip together for the first time, with the help of *Hormel® REV®* wraps
- ▶ <https://vimeo.com/hormelstudioh/review/207317879/e0ca13f843>

- ⤵ The *SPAM®* Museum was named by U.S. Senator Amy Klobuchar in Explore Minnesota's Where Minnesota's Most Famous Go on Vacation list

m
EXPLORE
MINNESOTASM

Professional basketball player Rondae Hollis-Jefferson partnered with Hormel Foods to give 100 families in his Pennsylvania hometown meals for the holidays

[vimeopro.com/hormelstudioh/hollis](https://vimeo.com/hormelstudioh/hollis)





Charcuterie 101

Brought to you by:



A regular presence at gatherings since the dawn of time (or so it seems), the charcuterie board is an appetizer staple. We all have memories of crowding around boards and platters scattered with all sorts of delicious tidbits and chatting as we seek out our favorite cheese cubes or salami slices.

Part of the charcuterie board's appeal stems from how easy it is to make. Most people toss together meat, cheese and crackers, and then call it good. While it's easy to make a good charcuterie board, with just a little more forethought you can make a great charcuterie board that combines an even larger assortment of flavors, textures and colors, and allows for more creativity on the guests' part.

To make life easier for you, we did all of the thinking. We collected our best tips and advice to create this charcuterie guide. All you have to do is follow along!

1. Flavor

Cater to palates of all kinds by including an assortment of flavors: salty, spicy, savory, sweet.

2. Labels

Give everything a label so people know what they're slicing into.

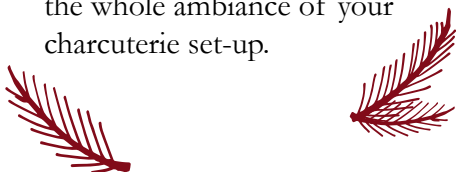


3. Color

Appetite appeal begins with the eyes, so look for ingredients that really pop. Seek out rich reds, vibrant greens, deep purples.

4. Detail

Adding small decorative elements like sprigs of rosemary, twinkle lights and festive serving utensils or tablecloths can enhance the whole ambiance of your charcuterie set-up.



5. Texture

Keep it interesting by incorporating diverse textures: crunchy and smooth, crisp and creamy, etc.

6. Serving Utensils

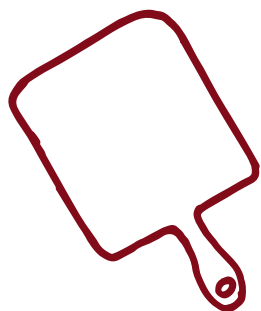
Make sure every item has its own serving utensil so flavors don't mix haphazardly. That means each cheese should have its own knife and each spread should have its own spoon.



The How-To

Boards

Notice that we made this plural. You don't have to squeeze everything onto a single board. When boards are too full, flavors mix erratically and food falls off (cheese cube down!). So use as many as you need to comfortably fit everything you want to include. Don't be shy about mixing and matching boards of varying shapes, sizes and colors.



Cheeses

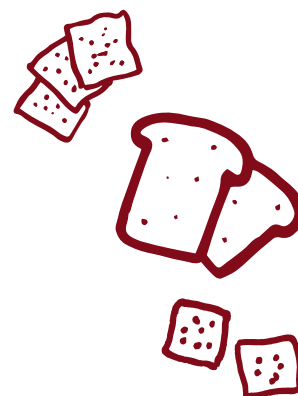
Now it's time to pair your dry sausage selections with complimentary cheeses. As with everything else, we're shooting for variety in flavor and texture so aim to include at least three types of cheese.

To please palates of all kinds, you can start with a milder choice like *Di Lusso*® Mozzarella or Provolone. Its delicate flavor also means it won't overpower foods with bold flavors like pickled vegetables, jellies or robust dry sausages. For a smoky-sweet element, incorporate something like our *Di Lusso*® Smoked Gouda. Spice things up with a cheese that knows how to bring the heat. Naturally aged with jalapeño peppers, our *Di Lusso*® Pepper Jack knows just how to add that fiery flair.

Plan for about 2 ounces of cheese per person. As with your meat selections, have your cheese sliced thin (at a 1-2 thickness) to make layering easier. If you'd like to incorporate cheese cubes, or have guests cut their own pieces, have those sliced at an 8-10 thickness.

Crackers & Breads

Also known as "vehicles" or "carriers" because they hold all of your toppings, crackers and bread aren't meant to steal the show in terms of flavor. They're meant to provide a stable foundation on which you can build your charcuterie creation. When you're picking out carriers, think more about texture and structure. Crisp and mild, water crackers make a great base. Baguette slices are softer but still hold up well when stacked with ingredients. Rye crisps and rice crackers are also charcuterie board favorites.





Meats

Dry sausages are charcuterie board classics, and for good reason! Each variety has a unique flavor and texture that make them great counterparts to a variety of other flavors from sweet to spicy to savory.

Slowly aged with peppercorns and robust spices, *Di Lusso*® Sopressata will add just a touch of heat to your charcuterie board, while supple and softly seasoned *Di Lusso*® Prosciutto will add a salty and somewhat sweet flavor. Mix in a few garlicky notes with *Di Lusso*® Hard Salami. And to pull it all together, the ultimate Italian classic: *Di Lusso*® Genoa Salami.

Plan for about 2-3 ounces of meat per person. At the deli counter, ask for your meat selections to be sliced thin (at a 1-2 thickness) so they're easy to layer.

Spreads

Jams and preserves will cater to those with a sweet tooth while those who crave a little zing will love a spicy hummus or *Di Lusso*™ Chipotle Mustard. For a mix of spicy and sweet, consider including a red pepper jam and *Di Lusso*™ Sweet & Hot Honey Mustard. Add whole grain mustard for a burst of color and texture.

One of our favorite dips to make at home is simple and combines ingredients you probably already have in your kitchen - simply mix equal parts *Di Lusso*™ Deli Style Mustard, sour cream and *Di Lusso*™ Horseradish Sauce.

Accents

This is the part that most often gets overlooked, but it's just as vital as the other elements. You can layer your board with even more flavor and texture by incorporating accents.

Add pickled vegetables and olives (black, green or *Di Lusso*® Pitted Kalamata Olives) for a splash of briny flavor. Raw nuts like almonds, walnuts and pistachios help diversify texture with their crunchiness.

During the holidays, candied nuts are a sweet and festive option. Dried or fresh fruit will add some sweetness as well. For a slight charred, smoky flavor, try layering our *Di Lusso*® Roasted Red Pepper Strips.



WORD ON THE STREET

Call us psychic, but we already know the questions you are going to ask! Here are a few common questions that our Consumer Response and Engagement team receives every spring, and their top tier advice for handling these situations.



Can I freeze leftover ham?



Absolutely! Once ham is heated, store leftovers in something air tight for 5 to 7 days in refrigerator, or pop it in the freezer for up to two months. We say it is best to get those leftovers in the fridge or freezer within two hours of sitting at room temperature. And, the options for using that leftover ham are unlimited!



I bought a ham and have it in my freezer - how long can I keep it there?



We recommend hanging on to it for no more than two months past the date printed on the label. Sounds like it's time to invite some friends over?



Is it even possible to make a gravy with less sodium?!



Our secret? *Herb-Ox*® sodium free bullion! Not for just soup anymore, it adds a burst of flavor to all kinds of dishes, like marinades, stews, rice dishes, pasta dishes and stir-fries—and that's just the beginning!



Can I freeze the *Hormel*® sides items?



If you're having dreams of garlic mashed potatoes or chipotle cheddar macaroni and cheese, why wait until later? These products actually are best eaten fresh, so we don't recommend freezing.



I'm having some trouble with my turkey burgers on the grill. Help!



The secret: Put your *Jennie-O*® turkey burgers on the grill frozen! Thawing them first works great for cooking in the pan, but on the grill they can break into pieces and fall through the grates. Oh, and have you tried their pepper jack burgers? So good!



When am I supposed to add a glaze to a ham?



After it is warmed in the oven! Impress your guests by warming up a *Curemaster Reserve*® ham in the oven (double smoked is sure to please anyone!), then top it with your choice of glaze pairing, like the Cranberry Chipotle or Apple Cider Bourbon.



My salsa always goes bad! How do I make it keep longer?



No spoons allowed! Don't use a spoon to get salsa out of the jar or to mix it up – that is just a vessel for bringing in things that can make the salsa go bad. We recommend the shake and pour strategy: open the jar and make sure it looks and smells good, put the lid back on and give it a shake, then pour however much you want out of the jar.



So, how long can I actually leave food out at my party?



Cooked food sitting at room temperature is what the USDA calls The Danger Zone, which is between 40°F and 140°F. In this range of temperatures, bacteria grows rapidly and the food can become unsafe to eat, so we recommend leaving it out for no more than two hours. Try only setting half out at first, and leaving the other half in the fridge until later.

We have fans across the country, and some of them always make sure to share their stories with us! Here are some of the recent stories shared with the consumer engagement team.



Steve
from North Dakota

"I have been using *Muscle Milk*® products for a long time, and it is because it is such a great product. I even was using it when I went through chemotherapy last year. I was doing my best to keep weight on, and for those six months the shakes were my go-to, even when I was sick. I have been using *Muscle Milk*® products since I finished chemo as well, and I've put on 20 pounds of good, healthy weight. Thanks for such an amazing product!"



Helen
from Illinois

"I wanted to thank you for the wonderful turkey dinner we shared on Christmas Day. I have always used the *Jennie-O*® brand when I cooked the holiday turkey. This year I tried the no-thaw turkey in a bag! I don't know how long it has been on the market, but I hope it is here to stay! The ease of prep, cooking and cleanup was fantastic."



Logan
from Utah

"I absolutely love your pretzel *SKIPPY*® PB Bites! However, I wish you sold them in bigger containers, I would buy them by the gallon!"



Marianne
from California

"Just tonight I finished the last of the 22lb *Jennie-O*® turkey I cooked for Thanksgiving. WOW!! I never expected that kind of flavor from the brand our store had on sale for the holiday. It browned beautifully, made a half a gallon of gravy, and the meat melted in your mouth. It had enough flavor on its own that you needed nothing on it! It was the BEST turkey I ever had! Just wanted you to know we LOVED it!"



Joshua
from Alabama

"Your product, *SPAM*®, is AMAZING. I was adopted when I was seven years old from China and never had *SPAM*® products in my life. I remember the first time eating that can of goodness, I fell in love with it immediately. Ever since that day, I have never stopped eating *SPAM*® products. My family hardly ever buys me *SPAM*®, but when they do, it is like Christmas all over again. Just this recent Christmas, I got a can of *SPAM*® and it was the jalapeño flavor. I had never eaten that kind before, but I knew I was going to love it anyways, that is just how good it is. I am in the Boy Scouts and I take my *SPAM*® sometimes on my monthly camp outs, so I can eat it for breakfast, lunch or dinner."



#FanClub



At Hormel Foods, we know we have a lot of fans, more than 100,000 and counting. We also know that our fans love to hear stories about our *Inspired People. Inspired Food.™* It's easy to become a fan - simply sign into Facebook, Twitter, Instagram and more, search for Hormel Foods and like or follow us. Join the Club!

hormelfoods.com





Inspired People.
Inspired Food.™

