

ISSUE V

inside

HORMEL FOODS

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Our Take on Cake

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Una Bella Differenza

COLUMBUS
CRAFT MEATS



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Inspired Food.



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A FRESH START

A lot has happened since we last met! We've celebrated holidays and turned the page on a brand-new year. Those of us in the North reveled in the wintry weather for which we're known. Others measured their snow in inches, not feet. Or maybe not at all. Whichever way, spring is a fresh start for everyone!

One of the best ways to celebrate a new season is by bringing families and friends together, whether in big groups to celebrate the joy of family or smaller get-togethers to enjoy the nice weather outside. No matter what the occasion, the one thing that spans all gatherings is a plethora of delicious food. Our employees share their favorite dips on page 67, and we also have all the info you need to start a freezer club with your friends and neighbors. Not sure what that is? Flip to page 26 to learn all about it.

If you're searching for a little extra feel-good, you'll want to turn to page 32 to follow the story of a boy with a special kind of superpower, and to page 42 to learn the magic of working together as a team to overcome obstacles.

So far, our 2018 is shaping up to be as inspirational — if not more so — than 2017. We hope yours is, too. And to that end, if we can top it off for you with the special assortment of stories that make up our latest issue, we are well on our way to fulfilling our most important New Year's resolution.

Stay inspired,

The Hormel Foods corporate communications team

freelance writers



Mary Burich

Mary Burich has been writing for enjoyment — and to make a living — most of her life. Back in the day, a number of journalism awards from St. Bonaventure University nudged her toward a career path that has included lending communication expertise to major organizations such as Fisher-Price, Delaware North, KeyBank, Hormel Foods and Rich Products. Mary's days often consist of putting words in other people's mouths, a passion that has resulted in local and national awards for her and the companies she keeps. Her work can be seen and heard in a large number of media outlets, including USA Today and NPR.



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Laura Fraser is a journalist and author of three books, including the New York Times best-selling memoir "An Italian Affair." Her essay "Why I Stopped Being a Vegetarian" has been anthologized dozens of times and is used in many high schools and colleges. She has written for Gourmet, Sunset, the New York Times, Vogue, O the Oprah Magazine and many other national publications. Laura lives in San Francisco.



Nevin Martell

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



David Munro

David Munro is a San Francisco Bay Area writer known for his artful turns of phrases, his smart humor and his uncanny ability to change his story medium to suit his purpose. His recent feature documentary, "Stand Up Planet," features "The Daily Show's" Hasan Minhaj and showcases global comedians using humor to spark social change.



Alyssa Shelasky

Alyssa Shelasky is a Brooklyn-based writer. Her work in food, travel and lifestyle can be found in New York Magazine, Self, Town & Country, Conde Nast Traveler and Bon Appetit, among others. She's the author of the best-selling memoir "Apron Anxiety: My Messy Affairs In and Out of the Kitchen" and the upcoming "How To Not Get Married." She loves coastal Maine and her daughter, Hazel Delilah, and wishes she never discovered *Justin's*® dark chocolate peanut butter cups.



Ethan Watters

Ethan Watters is an author, journalist and trend spotter who has spent the last two decades writing about culture and social psychology. Most recently, he penned "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 edition of "The Best American Science and Nature Writing."



HELLO, SUNSHINE!

We hope everyone is getting outside and thawing out now that winter is over! In this issue of Inside Hormel Foods magazine, we are trying to encourage you to keep sticking to your New Year's resolutions. Sometimes we can get burned out when winter drags on like it tends to, so we're hoping to restore some of that momentum with some of the inspirational photos and stories included in this issue. If you're doing a good job sticking to your resolutions, we have something for you too! Some fantastic cake recipes for any occasion are in here to reward you for all your hard work since the first of the year. Time to indulge a little bit!

With summer being upon us, here in Studio H we are excited to finally start playing with some lively and trendy colors! Some colors you may see popping up in our designs, photography and videos are "Meadowlark" yellow, "Chili Oil" red, "Blooming Dahlia" pink and "Arcadia" teal. Now is our time of the year to really make things leap off the page and get your eyes to explore the action. And, even though it's warm out, that's not going to stop us from drinking our creative juices – coffee! There's a reason they make iced coffee, and we take full advantage of that here in the studio.

Now's your chance to absorb the calm before the chaos called summer begins. Grab that ice-cold sparkling lemonade you've been craving since September, get outside in your favorite lawn chair and let that sunshine soak in while reading up on what Hormel Foods has been up to since our last issue.

Dig in and enjoy!

Holly Echo Cory Gene Amy ~~Mark~~ Angela Michael

The Creative Team at Studio H:

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



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WE'RE INSPIRED BY *Small Towns & Big Hearts*

By Dan Zielke



Osceola, Iowa



Osceola, Iowa, is beautifully situated on a high rolling prairie between the valley of the Squaw and Whitebreast creeks, at the intersection of Interstate 35 and U.S. Highway 34, just north of the Missouri border. Nearly 5,000 people call this town home. It was established in 1851 and named after a Seminole warrior of the same name. There is a 20-foot carved wooden statue of him on the south side of the highway. On it is the inscription “They cannot capture me except under a white flag. They cannot hold me except in chains.”

Just 50 miles south of Iowa’s capital city of

Des Moines, Osceola is a gateway for both the BNSF Railway and Amtrak. Nearly 50 freight trains rumble their way through the heart of Osceola daily on two tracks. Osceola is home to the largest of Amtrak’s Iowa hubs, attracting riders from Des Moines and Kansas City. For \$196, you can head west to San Francisco on the historic California Zephyr line, and for \$47, you can head east to Chicago. The historic Osceola Station (OSC) was built in 1907 by the Chicago, Burlington and Quincy Railroad, and was placed on the National Register of Historic Places in 2009.

Osceola’s historic central square boasts

storefronts and government offices, as well as a public gathering space for community festivals and celebrations. Visitors to Osceola are delighted by its unique small-town charm. A walk around the central square presents an idea of the town’s agricultural heritage and offers a glimpse into the future. Coffee enthusiasts will stop by Mayberry’s Eatery on East Jefferson Street for a pumpkin spice latte while admiring the original brick facade of the

1890s building. They may then make a stop next door at The Grassroots Home to pick up some vintage home décor, not to mention new and on-trend clothing. Arts and movie lovers cannot pass up an opportunity to visit the newly renovated Lyric Theater on South Fillmore Street. Movies are only \$5, and the theater is open seven days a week.

Just a short walk around to South Main Street on the east side of the square brings you to the Cornerstone Suites. Built in 1872 as a Masonic building, today it serves as a six-unit,

1868, which undoubtedly is one of the most important events in the town's history. A trip to the square allows visitors and locals to enjoy a farmers market that boasts fresh and locally grown produce, as well as handmade arts and crafts. Finally, just off the square, the town's Carnegie Library, which opened in 1911, exhibits an impressive red brick structure, a grand entrance with stone composed of pilasters supporting scrollwork and a plaque carved with the words "public library."

"Small towns in America are generational,

“Whether you’ve been born and raised here or not, everyone gets to share in the traditions and culture of a small town.”

loft-style apartment building with high ceilings and large windows overlooking the square. Down the street is the famous Iron Horse restaurant where visitors can enjoy an excellent meal while relaxing in a comfortable, casual setting. The name Iron Horse is derived from the first locomotive to arrive in Osceola in

and that adds to their uniqueness. It makes those of us who move in crave to be a part of that history, especially here in Osceola,” said John Hoag, plant manager of Osceola Food. “Whether you’ve been born and raised here or not, everyone gets to share in the traditions and culture of a small town.”

What today is known as Osceola Food, LLC, has been a part of the town's history since 1972 when it was originally built for the Jimmy Dean Meat Company. In 1984, Sara Lee Corporation acquired Jimmy Dean and in 1992, announced it would close its facility in Osceola, leaving many devastated employees without a job. The facility sat vacant until 1996 when Hormel Foods began production, having purchased it the year before.

Today, the facility is more than triple the size of its original footprint and covers in excess of 360,000 square feet. More than 900 people are employed at the facility, and it runs a 24/7 continuous operation that produces a variety of products for foodservice and retail consumers around the nation, including *Hormel® Bacon 1™* perfectly cooked bacon, *Hormel® Old Smokehouse®* bacon, *Hormel® Natural Choice®* and *Bread Ready®* lunch meats, bone-in spiral hams and *Hormel Gatherings®* party trays.

Serving as the largest employer in Osceola and in Clarke County, Osceola Food takes great pride in the community and surrounding areas. Whether it is giving donations to local food banks or charities, participating in the trunk-or-treat program, attending local veterans affairs events, providing a float for the Fourth of July celebration or supporting local schools, the team makes a difference in the lives of many now and for the future.

WHAT'S INSIDE

Let's take a look at some of our favorite *Justin's®* nut butters and what makes them simply delicious!



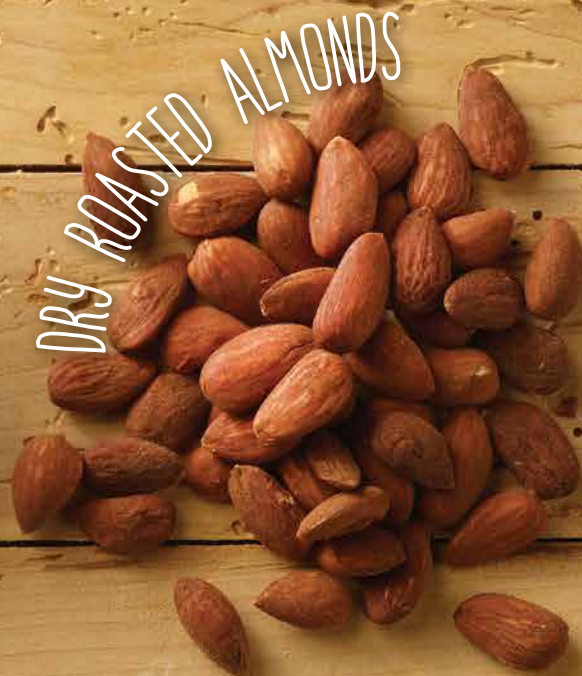
ORGANIC COCOA BUTTER



PALM OIL



VANILLA POWDER



DRY ROASTED ALMONDS



SEA SALT



ORGANIC CANE SUGAR



VANILLA POWDER

DRY ROASTED ALMONDS

ORGANIC CANE SUGAR

ORGANIC COCOA BUTTER

PALM OIL

DRY ROASTED HAZELNUTS

SEA SALT

ORGANIC COCOA





110
NON-GMO CANOLA OIL

DRY ROASTED ALMONDS

YEAST

SALT

NON-GMO MALT EXTRACT

SEA SALT

WHEAT FLOUR

PALM OIL

BAKING SODA

MAPLE SUGAR



ORGANIC BANANAS



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DRY ROASTED PEANUTS



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A DAY ON THE MOGLER FARM HOW TIMES HAVE CHANGED

Eighty-five-year-old Iowan Howard Mogler can still recall a time when he didn't dare wear his overalls into town. "Farmers were a low class of people," he said with a smile. "Nobody gave us the time of day." How times have changed. In our foodie-obsessed, farm-to-table moment, farmers are the new rock stars of the food world. Mogler recently got a sense of that celebrity when two world-class chefs showed up at his family's pig farm in Alvord, Iowa, for a day's visit and a hearty meal.

Mogler had his family members on hand to host the group. They didn't have to come far. Three generations — his children, grandchildren and various cousins — work this land every day. While happy to show visitors their new state-of-the-art facility, boasting doesn't come easily to them.

"We value hard work and humility above all else," said Howard Mogler's son, Dwight, who now heads the farm's business operations. But the Moglers are also aware that letting people see how a business like theirs runs is increasingly important. Farmers and their production partners are under increasing scrutiny. In the era of social media, information — and misinformation — can travel at the speed of a flame-tipped tweet. Consumers, some of whom have never set foot on a working farm, have grown curious about where their food comes from.

TABLE TO FARM

The same interest in food sourcing has inspired a Hormel Foods initiative called *Our Food Journey™*, focused on transparency, animal welfare and conscientious producers.

Like all great chefs, the two who have come to visit and help prepare the meal this day have a deep appreciation for farmers.

We're Inspired by Family Farms

Unsung Heroes Feeding the World

by David Munro

Howard Mogler standing in front of his farm







Amy Thielen looking at family recipes with Lollie Mogler and her granddaughters

“THE ROOTS OF FINE DINING COME FROM A RURAL PLACE.”

Amy Thielen

For author and former Food Network star Amy Thielen, cooking for farmers is simply a matter of paying it back.

“The roots of fine dining come from a rural place,” said Thielen. “It’s where my grandmother’s traditions started, and it’s how I like to cook.” A Minnesota native, Thielen spent 10 years working her craft in Manhattan’s trendiest restaurants before returning to Park Rapids, not far from where her great-uncle founded a family meat market, now run by three cousins, that is still thriving today.

Master Chef Ron DeSantis’ celebrated career has taken him to places like Yale University and The Culinary Institute of America, but he is most at home on the farm. “Growing up the son of a town grocer, I lived in the back of the store where my grandfather made fresh sausage daily. My uncles’ families lived on either side of us, and we all had gardens. My friends would brag about TV dinners, which were all the rage at the time, but we ate what

we grew because that’s what we could afford.”

This emphasis on thrift was a recurring refrain, and something more than a coincidence in the stories of the Moglers, the chefs and Hormel Foods. “Eating well isn’t about money,” Thielen said. “It’s about effort and love.”

A NEW GENERATION

While DeSantis pitched in to help the Moglers smoke fresh Boston pork butt, Thielen set out with Janae Mogler, Dwight Mogler’s daughter, to tour the farm. The Mogler land is set among rolling hills under an often radiant blue sky. Seemingly endless waves of head-high corn stretch out in every direction. As if the visuals aren’t pastoral enough, the ears are serenaded by the trill of calliope cicadas and songbirds, with grunting mama pigs providing the bass notes.

Janae Mogler represents a testament to both the family’s enduring principles and openness

to innovation and change. Along with her 20-something cousins Ross and Chet, she is part of the fourth wave of Moglers that is starting to assume stewardship of the farm. Today, she oversees operation of the sow barn and its 20 employees. “Women have traditionally played a supporting role to men in farm families. The farmer’s wife and all that. I have a lot of respect for that, but it wasn’t a fit for me.”

It is evident from Janae Mogler’s tour commentary, and nearly every conversation with a Mogler today, that the new sow barn was a big, big deal. The capital investment alone — in the many millions — illustrates the sorts of massive investments that farmers are making to ensure the future of their families and their livelihoods. “Warren Buffett is a Nebraskan, and agriculture is not part of his portfolio,” Dwight Mogler pointed out with a chuckle. “But the rewards of what we do don’t all show up on a balance sheet.”

First among those rewards, said the Moglers, is family legacy. The Moglers are exceptional in that regard. Cory Bollum, Hormel Foods director of procurement, said this is a big reason the company places special value on the relationship. “Multigenerational farms are becoming few and far between, but it’s good business to support them. We get

continuity of a high-quality supply, and they have confidence to make the investments they need to stay competitive.”

Dwight Mogler said the generational torch-passing wasn’t a foregone conclusion. “Farm families don’t have a good history of sticking together past three generations,” he said. “We had a heart-to-heart with the kids. They had to want it, and they did.”

UPGRADES IN PROGRESS

By improving their facilities and treating their natural assets with care — like the sow barn’s loose housing model and open-pen gestation, both of which accommodate a pig’s social nature and mental health — the legacy is maintained from one generation to the next. “It’s pretty simple,” said Dwight Mogler. “The pigs provide for us, so we provide for the pigs.”

The homespun nature of that comment, and so many like it over the course of the day, belied another discovery. Namely, that farmers like the Mogler young guns are brainy to the point of nerdiness, despite what their boots, belt buckles and aw-shucks mannerisms might lead you to assume.

Listening to Ross Mogler talk about livestock brings to mind Billy Beane’s “Moneyball” approach to sports analytics. Terms like “precision agriculture” and



The next generation of Moglers



Cookbook author Amy Thielen and Master Chef
Ron DeSantis talking to the Mogler family

“fetal programming” infuse the mud and muck with an aura of futuristic possibility. Janae Mogler put it in terms a city-boy reporter can understand. “The mother’s diet while pregnant affects the growth of her babies. By regulating the delivery of nutrients to each pig, we ensure the best outcomes for every litter.”

What’s most surprising about this data-driven farm talk is how retro its goals are. Healthy pigs don’t need antibiotics. Precision planting means optimum yields through natural methods. Bollum said consumers “have a fantasy about 1940s farming as some kind of panacea. But the reality is that current practices are so much better. Farm kids today are educated and forward thinking. The efficiencies they’re able to achieve through humane and sustainable advances are mind-blowing.”

DINNER BELL

As dinnertime approaches, more Moglers begin to arrive and come in from the fields. Among the siblings and cousins, a good-natured debate breaks out about which fifth-generation Mogler is the most gung-ho future farmer. Ross Mogler’s son Khye gets a few votes for his obsessive love of tractors, but it is Chet Mogler’s daughter Lily who carries the day. For proof, a phone is passed around with a video of the 5-year-old casually escorting a 600-pound mama pig through a sow barn corridor like it is Mary’s little lamb.

DeSantis and Thielen use a tag-team approach for the final meal preparations. Long tables are placed end to end in the yard with chairs for over four dozen. The dishes that start to populate the al fresco table look beyond good, in the way food magazines at the supermarket checkout tease some far-off foodtopia. The mic-drop moment, however, is the arrival of the pork roasts, crispy-skinned and steaming from the smoker.

For Thielen, it evokes a “taste memory” — a term she coined in her memoir, “Give A Girl A Knife,” for a dish that takes you back

and grounds you in family and tradition. “My mother’s pork roast was so famous in our family that we just called it ‘The Meal.’ Honeycombed fat on the outside, angel-food tender on the inside.”

DeSantis found added meaning in the fact that these succulent, smoked-to-perfection roasts were from the same pigs that the Moglers supply to Hormel Foods. “For chefs — the same as farmers — our No. 1 responsibility is safety. Is this food healthy to eat? When you see farmers feeding their families the same food they take to market, that says it all.” As a final tribute, he added, “I tell farmers my job is just to not mess up what you do. I just cook. Without you, I’m nothing.”

LOOKING BACK, LOOKING FORWARD

In a hidden moment before the official seating, Howard Mogler and Lollie, his wife of 60-some years, sit for a photo op at the center of the long table in the slanting late-day sunlight.

“I always tell people I never got very far in life,” Howard Mogler quipped, referring to the fact that he was born, lives and will likely be laid to rest within the same Iowa country mile. Generations removed from

their Swiss-German forebears buying a parcel of railroad land for \$5 an acre, gutting out the Depression, the Dust Bowl and the grasshoppers that laid waste to their crops (only to starve themselves), the couple feels blessed. “The source of all wealth still comes from the earth,” said Dwight Mogler. “We are all extremely fortunate.”

The last act plays out like a Norman Rockwell painting come to life. Bounded by “Field of Dreams” cornfields catching the last afternoon light, menus are read and grace is given. Midwestern staples like red cabbage slaw mix with comfort food from other shores — like fresh Italian bruschetta made from Mogler garden tomatoes and home-roasted baba gannoush — are met with some curious stares and quickly followed by pleased expressions.

Later, as servers clear the table and the little Moglers escape the grownups for the zip line, the normally nose-to-grindstone farmers find a rare moment for reflection. “My dream is to post a virtual reality tour of our farm online, so folks can get to know us and see how we live,” Janae Mogler said, looking at her family and her land. “We want people to know that their concerns are our concerns. You know, to let them know we care.”

“WE ARE ALL
EXTREMELY
FORTUNATE.”
Dwight Mogler



Our company is filled with inspired people — let's get to know one of them.

WHAT A DIFFERENCE **A DAY MAKES**

by Mary Burich

The man who stands at the helm of the largest division of Hormel Foods likes to call himself “bigger than the average bear,” far from the only quality that sets this leader apart.

Mention Tom Day to one of the many thousands of Hormel Foods workers who've met him during his 37-year career, and you're likely to get a smile. Find someone who has more than a passing knowledge of him, and you'll probably get a story, to boot. There's no way of telling what the anecdote will be about, but this much is certain: You won't easily forget it.

As executive vice president of Refrigerated Foods, Day leads the largest segment of the four that comprise Hormel Foods. In 2017, the division accounted for \$4.4 billion in net sales and 48 percent of the company's total. However, you might have to turn to Day's bio for that information. Those who speak of him like to convey who he is rather than what he has accomplished, despite an extraordinarily long list of successes.

Jeff Baker heads up the foodservice group. As one of Day's direct reports, he's part of the inner circle, and yet, his boss continues to mystify him.

“We had [just acquired Fontanini] and traveled there to introduce ourselves to the group. I walked out of the sales meeting, and Tom has 15 people around him. And he's reassuring them about their jobs,” he said. “It's amazing to watch. There are hundreds of those stories.”

Deanna Brady has more than a few of her own. The group vice president and president of consumer products sales worked for Day for 11 years. Though they've been peers for 15 since, she was quick to point out she continues to look up to him.

“He went from being a leader to being one of the leaders of the company, she said. “He inspires the company, inspires the people.”





⤴ Tom with his four brothers and mother

The two began their partnership in the early '90s when the foodservice group was getting its start. "We became inseparable," she said.

An already close friendship became further cemented as Day was dealing with the illness and death of Sheri, his wife of 30 years. Brady remembers it as an "awful time."

"Those experiences create different elements in your working relationship and your personal relationship," she said.

To wit: Brady's children have Day's mobile number, and he doesn't hesitate to check in on them just in case they are reluctant to use it.

"A tornado came through the area once when I was traveling. Tom called my kids to make sure they were all right, that they weren't afraid," she remembered.

For his part, he's willing to admit that personal and professional lives are not neatly compartmentalized in his world. Day makes no apology for it. More to the point, he believes that brand of personal connection to co-workers is one of the qualities that sets the company apart.

"This is a very uncommon place," he said. "The support I got after Sheri died ... I don't know how you could replicate that anywhere else."

The small-town Minnesota locale of Hormel Foods gives way to a lot of interaction between

workers in their off time. "The first time you're pumping gas next to the CEO, you're taken aback, but then you get used to it. It's normal for us. Hormel Foods is very big, but Austin isn't. We run into each other at night and on weekends. Our kids go to school together," he said.

Day grew up in rural Wisconsin, one of five closely spaced brothers raised for eight years by their single mother. There was no well-traveled path for him to follow. "My parents were divorced before it was stylish," he said.

He landed his first job when he was 10, doing chores for a local farmer. Lunch was

⤵ Tom with his four brothers and sister





⌂ Tom's grandchildren

Executive Vice President Steve Binder has known and worked with Day for over 30 years.

"He's an outstanding businessman and leader, but he's an even better family man," Binder said. "Tom's sons and my sons are about the same age. We've enjoyed a lot of family time over the years."

Topping the family-time list is Day's legendary fathers-and-sons camping trip, a tradition that's endured for 26 years straight. The dads all work or have worked for Hormel Foods.

"The first few years, we went to Lyle," Day said. As the boys got older, the troop ventured farther from home. But the Lyle trips (near the Iowa border) were the most fun, Day insisted. "The kids were 5 and 6, and a night in a tent was a big adventure for them."

The largest group of sons was 28; usually it was 14 or so. In 2017, there were three dads and eight sons, all "30-ish." They headed to Montana for a fly-fishing weekend.

Day credits his mother with instilling in him a devotion to family and an ironclad work ethic that runs just as deeply. Their ritual of Sunday phone calls continued until December 2016. She died on Christmas Eve that year at the age of 82. Her life had not been easy. She was tired, her son recalled.

Memories of her are vivid, and her everyday influence on him is alive and well. Hers

are the standards Day continues to measure himself by – good old-fashioned values like honesty, integrity, hard work and kindness.

"It doesn't matter what level you are," said Mark Morey, who oversees Burke Marketing Corp., Applegate Farms and Dan's Prize for the Refrigerated Foods segment. "You're all equal in his eyes."

Donnie Temperley, vice president of operations for Refrigerated Foods, remembered meeting Day for the first time several decades ago. He was mesmerized by his way with people.

"I will never forget him going through bacon with the team. This is so Tom: explaining the importance of making every strip of bacon perfect in a way that people understood and could be proud of," he said. "You don't want to disappoint him."

Day's expectations are arguably high, and that can be daunting. He became more self-aware during an off-site meeting. "One team member spoke up and told him he was intimidating," Brady said. "He felt genuinely bad."

"That's not what I want to be," he said. "My mother raised me better than that."

So, Day got on the phone with the Vermont Teddy Bear Co. and asked for the biggest stuffed bear in the lineup. The six-footer has been a fixture in his office ever since, serving

⌂ Fathers-and-sons camping trip to Canada in July 2001





A memorable teamwork lesson, “No one person can do it alone.”

as a not-so-subtle reminder that underneath the success, the well-known reputation for excellence and his O-line build lies a big softie. He’s grown rather attached to his officemate, too, even letting the bear wear the prized company jersey Day earned recently.

“There are times when that bear is the smartest one in the room,” he laughed.

Don’t believe it for a minute.

“Tom’s an outstanding team builder. He knows how to motivate people to reach goals,” Binder said.

Day’s grab bag of inspirational tools is chockfull of props, pep talks and sports slogans, giving him an air of familiarity. His stature, posture and manners of speech make you think you’ve met him before. Perhaps it’s just that he reminds you of some of the great ones. John Madden, for example, who happens to hail from the hometown of Hormel Foods. But instead of handing out turkey drumsticks, Day uses the likes of coins and a giant rock to bolster enthusiasm and build his team.

“There’s a three-ton boulder outside the corporate office,” Binder said. “Put there by Tom.”

The idea came out of a national sales meeting, where the theme was teamwork. “The point is, no one person can do it alone,” Binder explained. The message isn’t easy to forget, given the mammoth visual.

In much the same way, Day serves as a con-

stant reminder of the essence of the company that he said has “stretched him personally and professionally” for the better part of his life. Small wonder he was tapped to chair the 125th anniversary celebration of Hormel Foods, a days-long event held for workers, family members and the community in 2016. Or that he was honored by the foodservice group as its Pride of the Jersey recipient.

Yet, it’s the daily events that keep Day coming back for more. He’s never not wanted to come to work, he said. It’s obvious to even the most casual observer.

Sitting forward in his chair, forearms and fists on the table, he leaned in to close a staff meeting with a simple directive.

“We still have time to get the ball across the goal line,” he said.

There could easily have been a chorus of “Put me in, Coach,” but Day had the last word. And this afternoon it wasn’t about financial results. Instead, he talked about an impending hurricane with a projected path through Florida.

“Let’s make sure everyone is taken care of. Make sure we have our emergency contact numbers so we can know everyone is safe. When [Hurricane] Andrew hit, we had some people who needed help, and we were able to get it to them pretty quickly,” he said.

At the end of the day, that’s what matters.

“It’s the people,” he said. “How can you not be inspired by them?”

**“IT’S THE
PEOPLE.
HOW CAN
YOU NOT
BE INSPIRED
BY THEM?”**

Tom Day





COOK, FREEZE, EXCHANGE, REPEAT

A CLUB YOU'LL WANT TO BE A MEMBER OF

by Alyssa Shelasky

We throw parties for everything — full moons, new episodes of our favorite shows, because it's Friday! Or Wednesday! — so why not host a freezer club night? Is it because you're not totally sure what a freezer club is? Fair enough! Freezer clubs are meal-sharing plans or frozen food exchanges between like-minded friends and neighbors, old and new. It's a way to stock your freezer with nutritious, satisfying meals that you chose, yet did not have to cook. But that doesn't mean you're completely off the hook; you have to make food to share with everyone, too. It's actually not that complicated. Let's break it down step by step — or better yet — lasagna by lasagna.

CHOOSE THE RIGHT FRIENDS

Okay, this is a rule for life, not just your freezer club! But let's focus on the club for now. You'll probably want to orchestrate a freezer club with friends who have kids the same age, who eat in the same general style as you do and who can afford a similar grocery budget. If you're a vegetarian, find other veg friends to join up with. Same goes for allergies and any other dietary restrictions. On a slightly more personal level, collaborate with people you like and relate to. Don't join a freezer club with someone who makes you anxious or intimidated. Do join a freezer club with someone who won't mind if every now and then, your baked-not-fried fish sticks are an epic flop. And better yet, a friend who can laugh about it with you.

HIGHLY ORGANIZED, TASK-ORIENTED LEADERS MAKE IDEAL ADMINISTRATORS

Freezer clubs involve commitment, responsibility and work. So, pick someone who actually likes all that, and give that über-organized friend permission to take charge and be authoritative. That way, all you have to do is throw on your favorite apron, blast some jamming music and enjoy cooking the ratatouille. Because seriously, not everyone is stellar at the less-fun stuff. For example, how often will your freezer club meet? Once a month? Every six weeks? Everyone should take turns hosting, and the administrator will stay on that schedule. Also, budgets. Ideally, you'll combine grocery receipts and split the total amount on party night, but that's tricky, given the fact that some people grow their own food, some people have non-club items on their receipts, etc. Unless you're a highly orderly and systematic superhero, let the administrator figure all this logistical stuff out, and just go with it!

HOW MUCH TO COOK AND WHAT TO COOK

The best idea is to cook for however many people are in the club. So, if there are five members, everyone makes five meals in advance. Each meal should serve a family of four to eight, unless you're in a singles freezer club, which sounds like a fun idea! Some clubs get together to decide on recipes in advance, but the most timesaving method is to email a recipe idea list and see if everyone approves. Preparing five large meals sounds like a lot of shopping and a lot of work — and it is. But there's definitely a way to do it without getting overwhelmed. Buy all your groceries at once, at your favorite market with the best deals, and go with a monumental list. Then, pick a day you have time to cook your heart out. Instead of cooking the day before freezer club, try to cook a few days before, just in case something goes wrong and you have to tweak the recipe or start over.

STORAGE

You'll want to label and store everything in the most efficient way. Make sure you use a container or dish that you can freeze AND bake in. As for labels, write the name of the dish, cooking instructions and your name, so whoever ends up cooking it knows to contact you with questions about preparation or ingredients.

THE FREEZER CLUB PARTY

Food is the language that brings us together, so let's focus on the togetherness. Exchange night — and again, you'll rotate homes for this — should be all about wine and chatting. So, first things first, give and receive your frozen meals. Get them into your big red cooler out in the car, and then go back to the fun. You certainly don't have to talk about recipes at the party, but for new friends and neighbors, food is indeed a great unifier. Chances are, the room will be filled with so much joy and gratitude, the night will be wonderful no matter what happens next. (Side note: Some moms like to make freezer club less of an evening soiree and more of a post-naptime playgroup and hang session. Do whatever works for the group.)

REMEMBER, YOU NOW HAVE FROZEN MEALS FOR THOSE IN NEED

This is a huge perk for freezer clubbers. If someone you love has a baby or a crisis, or even if someone you don't know needs a helping hand or an act of kindness, you now have a hearty, precooked meal to offer. That is such a compassionate thing to do; karma will thank you later. And you'll thank freezer club for keeping you on top of your mealtime game.



HERE ARE A FEW FREEZER-CLUB-APPROVED MEALS FROM OUR KITCHEN. NOT READY TO JUMP INTO A FREEZER CLUB JUST YET? THESE ARE STILL GREAT TO HELP YOU GET AHEAD ON YOUR STOCK OF EASY MEALS.

PEPPERONI ROTINI BAKE

hands-on time: 25 minutes | total time: 1 hr 5 minutes | serves: 8

1 pound *Jennie-O®* lean ground turkey
1 teaspoon garlic salt
1 (24-ounce) jar spaghetti sauce
1 (14-ounce) jar pizza sauce
1 (1-pound) box rotini
¼ (6-ounce) package *Hormel®* pepperoni
1 (8-ounce) package shredded pizza blend cheese
Parmesan cheese

Heat oven to 325°F. In a large skillet over medium heat, cook turkey until no longer pink. Always cook to well-done, 165°F as measured by a meat thermometer. Stir in garlic salt, spaghetti sauce and pizza sauce and cook 5 minutes, stirring occasionally. Meanwhile, cook pasta according to package directions and drain. In large bowl, combine pasta and turkey mixture. Transfer half of mixture to a lightly greased 13x9-inch baking dish. Layer with half of the shredded cheese and pepperoni. Top with remaining pasta mixture, remaining pepperoni and remaining shredded cheese. Sprinkle with desired amount of Parmesan cheese. Bake 30 to 40 minutes, or until hot and bubbly. Let stand 5 minutes.

Nutritional information per serving:
Calories: 396, Protein: 27g, Carbohydrate: 37g,
Fat: 17g, Cholesterol: 74mg, Sodium: 983mg



ARROZ CON GANDULES

(PUERTO RICAN RICE WITH PIGEON PEAS)

hands-on time: 15 minutes | total time: 45 minutes | serves: 6

3 tablespoons olive oil
2 teaspoons ground annatto (*can be found in the spice section of Latin grocery stores and online*)
⅓ pound Hormel® Cure 81® ham, diced
½ green bell pepper, diced
⅓ cup sofrito (*recipe on page 31*)
2 teaspoons ground cumin
1 tablespoon dried oregano
2 teaspoons smoked paprika
2 teaspoons garlic powder
1 ½ cups long-grain rice, uncooked
1 (15-ounce) can pigeon peas, not drained
1 teaspoon kosher salt
1 ½ cups water
½ cup tomato sauce
⅓ cup pimento-stuffed Spanish olives, sliced
1 tablespoon capers

In large, heavy saucepan over medium heat, add oil, annatto, ham, pepper and sofrito. Sauté for 5 minutes, stirring often. Add cumin and next four ingredients, stirring well to coat. Cook 1 minute. Add pigeon peas with liquid, salt, water, tomato sauce, olives and capers; stir to combine. Bring to a boil and cook uncovered 5 minutes or until most of the liquid has evaporated. Stir again, cover and lower heat to low. Cook 15 to 20 minutes, remove from heat and let sit covered 5 more minutes. Fluff rice with fork before serving.

Nutritional information per serving:

*Calories: 370, Protein: 13g, Carbohydrate: 51g,
Fat: 14g, Cholesterol: 16mg, Sodium: 1,448mg*

SOFRITO

hands-on time: 10 minutes | total time: 10 minutes | makes about 4 cups

This condiment made of puréed herbs and aromatics is a staple in many Puerto Rican recipes. Puerto Rican cooks regularly make it in large batches and then freeze it in small portions to use throughout the month. This makes more than you'll need for the rice dish, but will keep for two weeks in the refrigerator or up to six months in the freezer. Use it to make other Puerto Rican recipes, or experiment with using it as a base for your favorite soups, as a marinade for chicken or shrimp, or to add flavor to sautéed vegetables and stir-fries. A tablespoon or so thinned with olive oil and vinegar makes for an easy and flavorful salad dressing!

½ cup extra-virgin olive oil
2 Spanish onions, chopped
6 cloves garlic
1 green bell pepper, chopped
2 red bell peppers, chopped
1 bunch cilantro, washed and trimmed
1 bunch parsley, washed and trimmed
4 cilantro leaves
2 large tomatoes, chopped
2 tablespoons ground cumin

Combine all ingredients in food processor or blender and purée until smooth.

Nutritional information per serving:

*Calories: 91, Protein: 1g, Carbohydrate: 7g, Fat: 7g,
Cholesterol: 0mg, Sodium: 11mg*

PRO TIP:

Customize container labels with the names of your freezer club members.





My son Jackson is a super-smart kid with a big heart. He's now in fourth grade and reading at near a high school level. He loves superheroes and cartoons, and he's extremely picky about food. It was only recently that he received an official diagnosis of autism.

Now that I know more about autism, I can look back and see that he displayed some classic behavior. He had intense phobias of elevators and automatic toilets. He also had the habit of twisting his fingers in the air and making certain repetitive noises. It was kind of a routine he went through that he called

his "sound effects." The diagnosis now makes sense, but honestly, when he was younger I just thought he was a quirky kid.

It was when he started kindergarten and began to have trouble socializing that we considered counseling. His difficulty, we thought, came from the medical treatment his older brother, Wesley, was going through. That was the year that Wesley began complaining of headaches and lost energy. I took him to the ER, and a little over 24 hours later he was diagnosed with a rare, fast-growing cancer in his jawline, esophagus and sinuses.

Jackson adores his big brother; he is his



"It's pretty
AMAZING
how much he loves
SPAM® classic. It's his
superhero food."

Tiffany Sizemore

hero and his best friend. So, just as Jackson was starting school, suddenly his big brother wasn't on the bus anymore. I had to practically live at the hospital for weeks while Wesley was going through chemotherapy. Jackson would sometimes come with me and read books to his older brother.

As soon as Wesley's chemo ended, we felt he could use some therapy to help heal emotionally as well as physically. I started thinking maybe Jackson could use some counseling because he had a hard time understanding what his brother was going through. That is what led to Jackson being diagnosed with high-functioning autism.

So, we got slammed with the cancer and then had to understand what the autism diagnosis meant for Jackson. The hand waving and noises, we learned are called "stimming," which is short for self-stimulation. They are

basically ways that Jackson calms himself. He's happy when he's doing them, and we've just kind of gotten used to them.

Jackson is also very particular about what food he'll eat, and new foods often make him gag. He'll only eat certain foods and will only go to certain restaurants. Smells, textures and tastes have to be really predictable and consistent. Once, he found a hard crumb on a chicken nugget, and he was done with those.

He hardly eats any meat products whatsoever, except for SPAM® products. It's pretty amazing how much he loves SPAM® classic — and it has to be the classic variety. He got super excited last Christmas when his stocking was stuffed with SPAM® classic. Jackson likes to cook it himself, in slices with a little oil in the pan. He knows just the level of browning he likes. It's his superhero food, and we both depend on it.

When I wrote to Hormel Foods to say how much Jackson loved SPAM® products, we were overwhelmed at the response. A group of people from the company even came to visit us. Jackson particularly liked the SPAM® mascot. He just hugged him forever. I'm glad other people are going to get to know Jackson a little bit, and I think the attention helps him realize just how special he is.

We've received such wonderful support from our friends and community over these years. Members of our church have been particularly caring, and the Louisville Kids Cancer Alliance was remarkable with both Wesley and Jackson. My husband and I say, "We've gone through some dark, dark moments and some bad times, but look how many blessings have come out of it." I wish everybody could experience the kindnesses and blessings we have received.

Wesley is now doing great, although there are lasting effects of the chemotherapy that he'll have to handle throughout his life. As for Jackson, I wouldn't change anything about him, not for the whole world. His autism is part of what makes him the child we love. I'm

constantly amazed with his memory ability. The other day we discovered that he can easily spell words backward. He becomes completely obsessed with subjects to the point where he learns everything about them. He's taught me about planets and robots. I also know more than I ever thought I would about Sonic the Hedgehog. We now talk about his autism as his superpower.

Both of my children have been my greatest teachers. I still have so much to learn. I can only hope and pray that they continue to see the world as they do now.

Jackson is such a tenderhearted kid. To the people he loves he'll say things like, "You are the ketchup to my fries," and "Spending time with you is better than going to Disney World." When I ask him to do something, he says, "Anything for you, my beautiful mother." He can be a pretty smooth talker!

Jackson has big plans for his future. He tells me he'll get married, have children, become a baker and open his own restaurant. Of course, the specialty dish on the menu will be SPAM® classic and fries. "The two best foods in the world," he says.

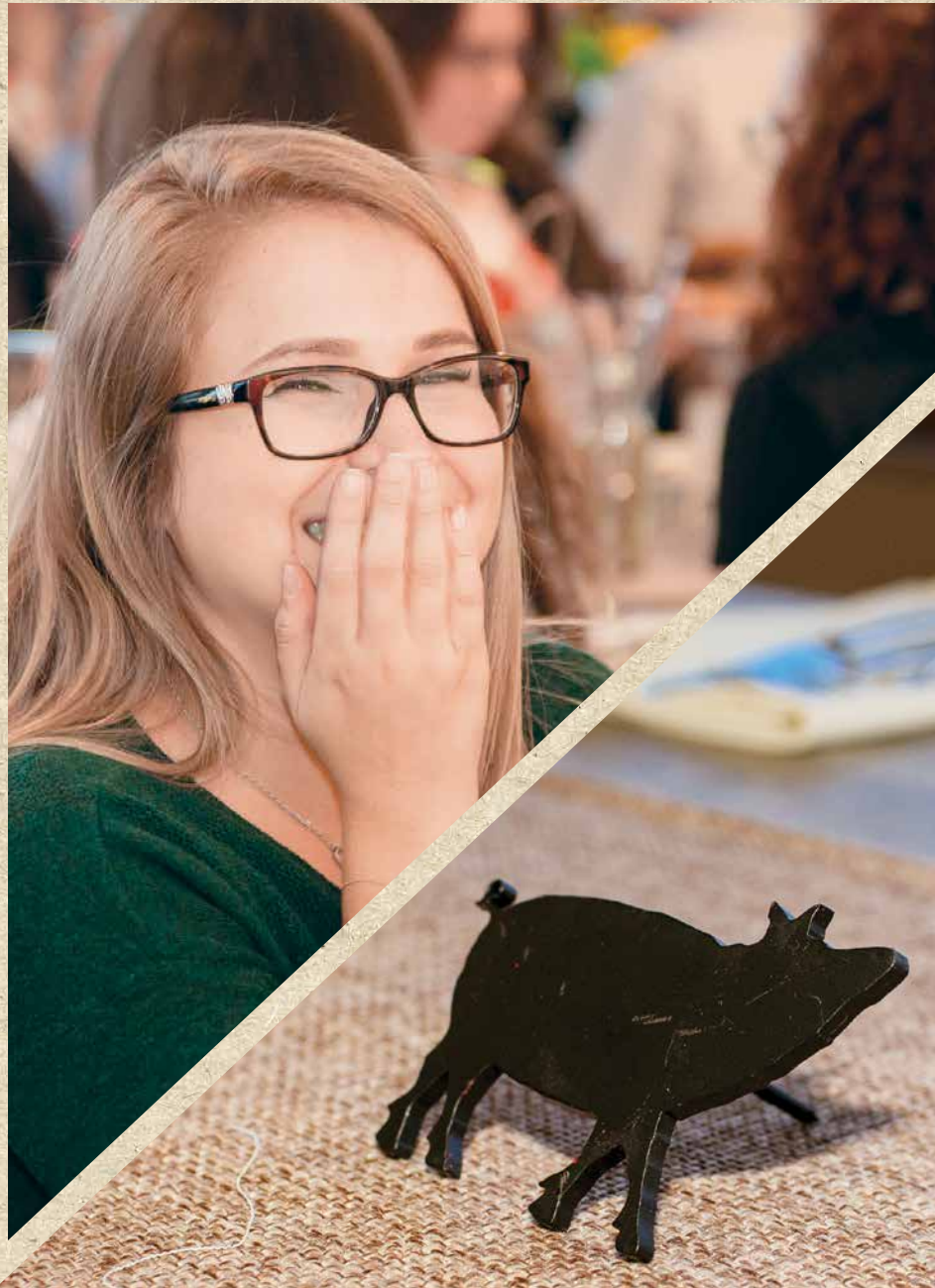
"We now talk about his autism as his

SUPERPOWER."

Tiffany Sizemore



Jackson bowing on stage at the Annual Meeting Road Show with Tiffany, his mom; Brian Lillis, SPAM® brand manager; and Jim Snee, Hormel Foods chairman of the board, president and CEO





APPLEGATE

THE COMPANY THAT BROUGHT NATURAL AND ORGANIC MEATS AND A DISTINCT COMPANY CULTURE TO THE HORMEL FOODS FAMILY IS CELEBRATING ITS 30-YEAR MILESTONE.

by Ethan Watters

From making nitrite-free bacon to leading industrywide change on antibiotics use in animal agriculture, Applegate, the nation's leading natural and organic meat brand, has reached the 30-year mark of progressing the company's mission — *Changing the Meat We Eat.*®

Applegate has already made significant strides, including having 30 products third-party certified as non-GMO. Looking ahead, the company aims to have over 140 products verified by 2020, which would encompass every product that Applegate offers. Animal welfare has also been a priority for Applegate, shown by recently achieving 100 percent of its poultry, pork and beef farms third-party certified for higher animal welfare.

"Applegate has spent 30 years asking questions like, 'What if you weren't afraid to read a hot dog label?' That boldness has led to many positive changes and best practices for cleaner food," said Steve Lykken, president of Applegate. "While we celebrate all that has been done, we also recognize there is always more to do, which is why we are proud to set new goals that will drive our mission and hopefully set new standards for the entire food industry."

The focus of the company's 30-year celebration was the unveiling of the mission dashboard of measurable sustainable and regenerative industry practices. This includes renewed, measurable goals around progressing industry practices and standards in the areas of saving antibiotics, animal welfare, regenerative agriculture and clean, craveable food for everyone.

THE COMBINING OF STRENGTHS

The story of how this unique brand joined the Hormel Foods family started in the early part of 2015. As the Hormel Foods purchase of Applegate approached, rumors about the possibility of a deal began to circulate on the internet. This was the most difficult period for Rob O'Donnell, Applegate's vice president of consumer engagement and digital innovation. He had worked at the company for over 20 years and took great pride in the transparency showed to its customers. This time his hands were tied. Because of strict federal securities laws, no one at either company could publicly talk about the deal until it was finalized.

"We were accustomed to putting all our cards on the table, but for two months we were legally bound not to talk about the purchase before it was officially announced," O'Donnell recalled. "Customers were asking questions, and we couldn't answer them. That was the hardest part."

Since its founding in 1987, Applegate had developed the sort of loyal following that companies dream about. Applegate's customers often became unpaid brand advocates, excitedly posting recipes, promoting the company's products to friends and sharing news about the company. One even went so far as to record a company jingle. Often the mail brought handwritten notes, mostly from moms, thanking Applegate for making food they could trust and feel good about feeding their families. No one knew exactly how Applegate customers would react to the news of the company's sale, but one thing was certain: They weren't going to keep it to themselves.

REJOINING THE CONVERSATION

As difficult as the “quiet period” was for O'Donnell, the period immediately following the announcement wasn't easy either. The people on Applegate's customer relations and social media teams, who typically work in separate areas of Applegate headquarters, pushed four wooden tables together in a conference room and opened their laptops. For the next few weeks, it was all hands on deck. Sure enough, Applegate customers were concerned about what the purchase would mean — and they were vocal about it. But for O'Donnell and the rest of the Applegate staff, it was a relief that they could at least get back to having an open and honest conversation with their most devoted fans.

Applegate worked hard to reassure its customers that the company had no plans to change its products or the way they were sourced or prepared. Hormel Foods was determined to let Applegate be Applegate. Indeed, Applegate's commitment to organic and antibiotic-free meat was a major part of the company's value as a brand. There would be changes, but they would come in the form of opportunities to reach a broader consumer segment and have a greater impact on the meat industry as a whole.

Some customers got this right away. On the Applegate Facebook page, not long after the Hormel Foods purchase announcement, one customer wrote, “I'm hoping this is a blessing in disguise ... I can't wait to see the distribution channels Hormel Foods will bring to Applegate and how many people will have these products available to them that didn't have that option before.”

TOUGH BUT ENGAGED

Many others were more skeptical. “I will continue to support your company assuming you will continue to support animal welfare,” wrote one Applegate customer named Alissa. “I expect transparency in return.”

Those sorts of comments — we'll stick with you, but we're watching — were O'Donnell's favorites. “We loved that,” he said. “To have our customers commit to staying engaged and to keeping us honest — that was our biggest win.”

It was clear that actions would speak louder than words. Customers didn't have to wait long. Applegate's announcement that it was going to move ahead on aggressive non-GMO practices, just a few weeks after the Hormel Foods purchase closed, put many minds at ease. “That decision was critical for both customers and Applegate employees,” recalled O'Donnell. “We weren't hitting the brakes with our core mission or our values. We were putting the pedal to the floor.”

DOUBLING DOWN ON THE APPLGATE MISSION

It quickly became clear that the Hormel Foods leadership team was going to insist that the brand stick to its core values and its mission — *Changing the Meat We Eat*.®

It's a statement that is easily understood by consumers and families, but it has other, bigger-picture meanings. Changing industrywide practices had long been the dream of Applegate founder Stephen McDonnell. Applegate quality meats, he believed, shouldn't be just for those who shop in certain retailers or live in high-income zip codes.

“For years I've been saying to anyone who would listen that the Applegate model of antibiotic-free, humanely raised animal agriculture could be scaled up — and that the big meat companies should get on board,” said McDonnell. When Hormel Foods showed interest in the company, McDonnell saw his opportunity. Hormel Foods wouldn't just be buying Applegate, he became convinced, they'd be buying in.

» Learn more about the company's efforts, track progress and find out how you can contribute to the cause by visiting Applegate's mission dashboard at applegate.com/mission/how-were-doing





CHILI:

FOREVER THE ULTIMATE BIG GAME STAPLE

BY NEVIN MARTELL

It's been over two decades, but the North Star State finally had the honor of being host of the big game, this time at the U.S. Bank Stadium in Minneapolis. It's estimated that over a million people came to the state for the game and over 110 million more across the country watched the broadcast. Football fans follow time-honored traditions on game day — from what they wear to what they eat. Whether they're tailgating in the freezing-cold parking lot or cheering from the comfort of their living rooms, easy-to-prepare, stick-to-your-ribs *Hormel*® chili is a perennial staple.

Over 86 percent of Americans eat chili — and a lot of them are choosing one of the dozen-plus varieties of *Hormel*® chili. Last

year alone, there were 112 million pounds of *Hormel*® chili sold. In fact, you'll find cans of *Hormel*® chili in 23 million households.

It's a near-even split between those who love the hearty chili with beans and those who prefer it without. A third of diners like to simply eat it dressed up with their favorite toppings, a third use it to make chili dogs, and a third slather it on nachos, pour it over fries, coronate burgers with it or incorporate it into dips.

The history of chili con carne can be traced back to the Southwest, though the exact timeline of its creation and who deserves credit for its invention are as hotly contested as whether it's better with or without beans. What we do

know is that the first can of the Hormel Foods now-iconic chili con carne was produced in 1935 using a recipe from Jay C. Hormel, the son of the company's founder. While there have been changes over the years, the taste of *Hormel*® chili is still similar to its roots.

Given its quick preparation, universal appeal and ability to satisfy even the hungriest football fan, it's no surprise that *Hormel*® chili has become as beloved as it is essential for any spread on gridiron's biggest day. No matter which team you're cheering for at the top of your lungs, you know that *Hormel*® chili will be a winner with all your fellow football fanatics.



CRANK IT UP

For those who are feeling brave, add these hot sauces to your chili to spike the spiciness.

SRIRACHA

The traditional Thai condiment possesses a slow-burning sensibility that smolders long after the last bite.

GOCHUJANG

There's a funky charm to the fermented Korean spread, which brings the fire alongside deeply sweet tones.

HARISSA

Cumin and coriander accent the smoky North African chili paste with a fierce afterburn that should not be underestimated.

SAMBAL

The chunky Indonesian sauce has a touch of tang and a pleasant sourness, making this a complex accent ingredient.

PERI PERI

African Bird's Eye chilies power this Portuguese favorite, giving it a potent heat that warms to the core.

PILE IT ON

Having people over to watch the game — or any game for that matter? We know chili is the go-to, but the toppings bar is where you can really show your style. Having a theme party? Set your toppings to match! In addition to the shredded cheese and sour cream, here are a few of our favorite (and super-easy!) staples for any party.

Let your guests make their own chili mac!



Holly from the creative team says, "Sliced hot dogs are my favorite topping — hello, reverse chili dog!"



“HE WAS VERY EXCITED
AND ENGAGED WITH
EVERYTHING I WAS
SHOWING HIM AND
TEACHING HIM.”

-Tung Truong
Production supervisor at the
Jennie-O Turkey Store
plant in Faribault, MN

COOPERATION BEYOND WORDS

by Ethan Watters

When a Jennie-O Turkey Store plant hired a deaf worker, staff members knew they'd have to change their operations. However, what they didn't realize at first was the remarkable opportunity that awaited them.

Tung Truong likes to tell the story of the first day he met Abdullahi Moallin. As part of the hiring process at the Jennie-O Turkey Store in Faribault, Minn., Truong, a production supervisor, takes applicants on a plant tour. The practice is a useful one. It allows prospective employees to see firsthand what sort of work they'll be doing. Moallin stood out from the group right away. He had brought with him an interpreter who was rapidly translating Truong's words into American Sign Language. Moallin, who was born in Somalia, lost his hearing as a result of a childhood illness.

But there were other things about Moallin that made him stand out. "This guy was different," Truong remembered. "He was very excited and engaged with everything I was showing him and teaching him."

As impressive as his enthusiasm was, Truong knew Moallin would need some accommodations. The safety of his workers around plant machinery is one of Truong's top concerns, and it would take thoughtful effort and some creativity to ensure that he

could communicate with Moallin both during a shift and in the case of an emergency. "After that first day meeting him, I strongly believed that something really good was going to come from hiring him," Truong remembered. "I knew that working together, we could figure out how to keep him safe."

Working on the tray-pack production line,

Moallin proved to be a remarkably fast learner and a reliable worker. A few months later, Truong found he had another deaf applicant on his plant tour. Moallin, it turned out, had been so pleased with the opportunity he had been given at the Jennie-O Turkey Store facility, he had begun to spread the word to others in the deaf community.





EXPANDING THE ROSTER

Truong hired his second deaf employee. Now, only a few years after hiring Moallin, the plant has employed more than 10 deaf or severely hearing impaired people.

"In the beginning, when I was the only deaf worker, it wasn't easy," said Moallin, communicating through an interpreter. "Now those of us who have already learned the job can teach the new hires and things are much easier."

Offering help and advice to fellow members in the hearing-impaired community is common, said fellow employee Abdifatah Jimale through a sign language interpreter. Jimale was also born in Somalia, where he lost his hearing as a young boy. "I'm thankful to Abdullahi for taking the lead in introducing us to the Jennie-O Turkey Store plant. He not only encouraged many of us to apply, he's taken the lead in helping orient and train us and has been an advocate for us."

SIGN LANGUAGE MELTING POT

The forms and styles of communication currently employed at the Jennie-O Turkey Store facility could be the subject of a doctoral dissertation in linguistics. Arabic sign language and American Sign Language seasoned with a Midwestern dialect particular to Minnesota are used between deaf employees. There is also a good amount of lip reading in both English and Arabic. Flashlights and pocket laser pointers are helpful in getting deaf workers' attention or directing their focus. For more in-depth communications, many of the deaf workers wear pagers that can vibrate and deliver short written instructions. A few months ago, the plant installed a two-way videoconferencing system that can connect employees at the plant to a remote sign language translator. Both the equipment and the service are federally funded and provided free of charge to the plant.

To top it all off, Truong's crew of workers has developed a body language that is specific to the environment and work. It's a kind of pantomime or advanced version of charades that allows them to work efficiently as a team and communicate what needs to be done.

ACCEPTANCE AND CURIOSITY

The acceptance and encouragement of the hearing employees on the line have been critical to the success of the hearing-impaired crew. "Other employees have shown us great support," said Mohammed Yahaya, an immigrant from Ghana who lost his hearing when he was an infant. "At break time, they've asked us to teach them some sign language. Now most can greet us in the morning through signing."

"So many of the hearing employees use some sign language, that if you are watching the factory floor, you can't tell who is deaf or hearing impaired and who isn't," said Plant Manager Jody Long. "The drive of these workers and the support they have received from their co-workers have been exemplary. They've overcome so many difficulties and challenges. They are dedicated to proving that they have the ability to achieve."

The deaf community has fought for generations for equity in the workplace and much potential remains untapped. More than 144,000 working-aged Americans are totally deaf. Another 360,000 are unable to hear a normal conversation even with the use of hearing aids. Half of all cases of hearing loss can be easily treated or prevented for those who have access to health care. This explains why many deaf Jennie-O Turkey Store workers are from impoverished or war-torn countries like Somalia, where immunizations, antibiotics and child health care are not widely available.

SUPERPOWERS INCLUDED

Truong believes his team of employees has benefited in numerous ways from the inclusion of hearing-impaired workers. There is an added bond within the group, he said, and better long-term retention. He has also observed that his deaf workers have different perceptual abilities that complement the abilities of those able to hear.

Researchers believe that perceptual deficits,

like deafness or blindness, free up mental real estate that can be devoted to other senses. They have documented, for instance, that those who are deaf from an early age often have heightened visual perception, particularly when it comes to tracking motion using peripheral vision. Because they don't have the 360-degree sensing ability that hearing allows, their 180-degree visual abilities become more acute. That ability, to both focus on an object and track other objects out of the corner of the eye, is a valuable talent on a busy production line. Truong has also noticed that his deaf employees can feel, through vibrations, whether a machine is working well or in need of maintenance.

“I think the management here has become convinced that we can do any job we are trained to do, we know how to overcome obstacles and succeed.”

-Abdullahi Moallin

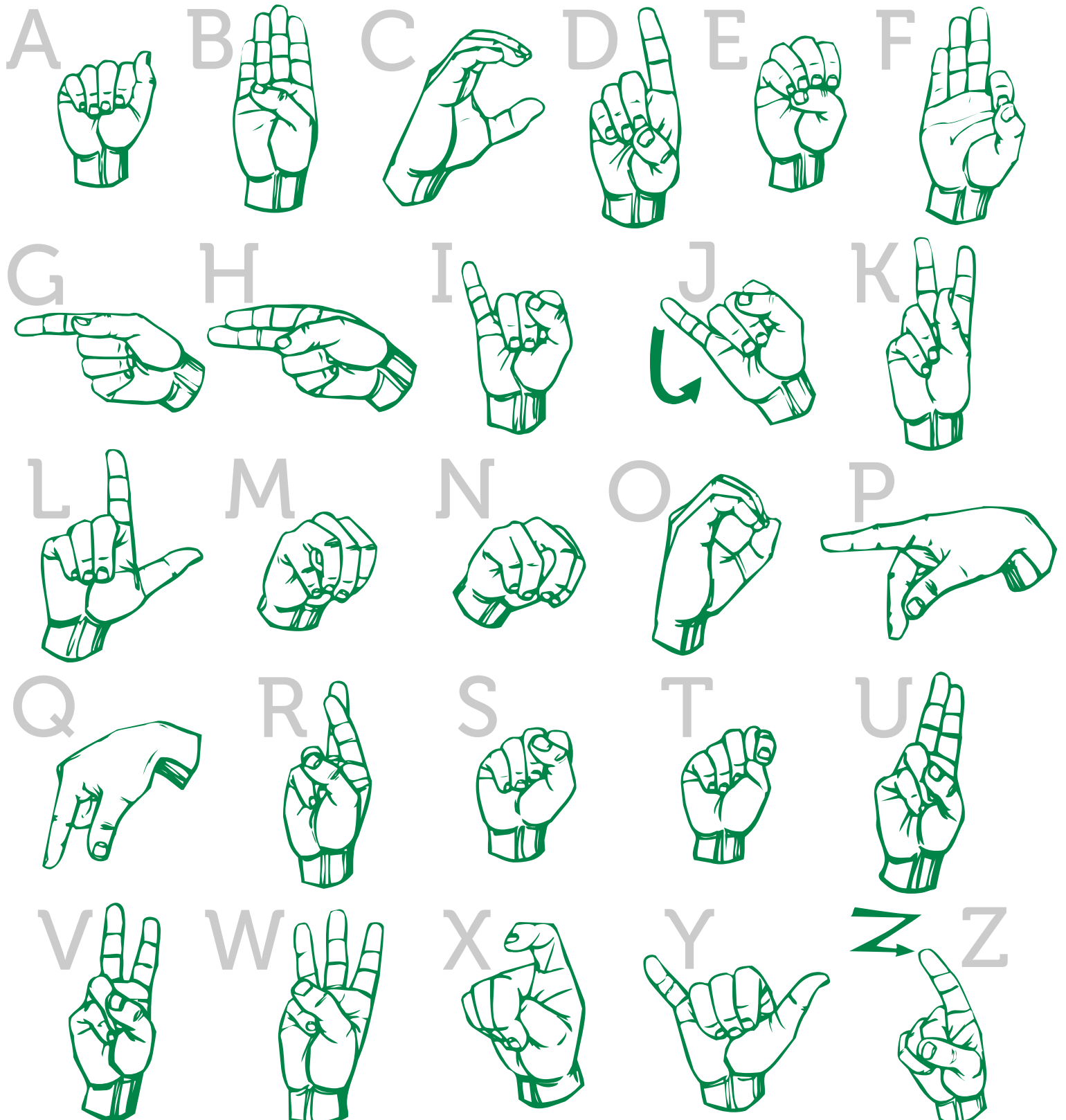
“I think the management here has become convinced that we can do any job we are trained to do,” said Moallin. “We know how to overcome obstacles and succeed. I am so proud to work here.”

Truong is equally proud of his team. Both men acknowledge that it began with their partnership. Together they built a bridge of communication and trust that others could cross.

“My hope is that other companies and other plants will take our momentum and keep going,” said Truong, who plans to learn more American Sign Language. “The deaf workers I’ve met have such strength, and they really want to show off what they can do.”



Want to learn a new skill?
Practice signing your name with the
American Sign Language alphabet!





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Catch the campaign on HULU and ROKU

See more at peanutbutter.com





photo credit: Gil Ross



Certified Master Chef Ron DeSantis
demonstrating shake recipes using
Hormel Vital Cuisine® products

Shaking Up Cancer Nutrition

by Laura Fraser

Holding a master class in smoothies at the American Cancer Society Hope Lodge in New York City

Diane Golden spent four weeks in a hospital being treated for leukemia, and among the many challenges she faced undergoing chemotherapy and a bone marrow treatment, one of the most difficult was simply eating enough to keep her strength up. “I’d look at food and say, ‘I just can’t. I can’t eat it.’”

Golden moved from the hospital to the Hope Lodge in New York City, one of the places offered by the American Cancer Society (ACS) to cancer patients and their caregivers when their own homes are far away from the medical care they need. But even in a more comfortable environment, Golden still had trouble eating. “My taste buds aren’t back yet,” she said. She’d try some soup or cereal, but nothing appealed to her. “I knew I had to get some nutrition in me, but it’s hard.”

That day, Master Chef Ron DeSantis offered Golden and other cancer patients at the center a few tasty alternatives. He gave a cooking demonstration to the Hope Lodge Jerome L. Greene Family Center residents to help them discover nutritious meals they’d find more palatable, meals they could enjoy making themselves when they returned home. Before the *Hormel Vital Cuisine*® brand launched, researchers listened to the concerns of cancer patients, and chief among them was the desire to be independent, to not rely on others for their meals. That meant the meals had to be easy to prepare and nutritious.

DeSantis brought along plenty of fresh

ingredients for his demonstration, not to mention packages of *Hormel Vital Cuisine*® products, a line specifically formulated to meet the nutritional needs of patients undergoing cancer treatments. Hormel Health Labs developed the *Hormel Vital Cuisine*® products in partnership with the Cancer Nutrition Consortium, which counts some of the leading oncologists in the world among its members. The American Cancer Society has endorsed *Hormel Vital Cuisine*® products since the brand was first developed in 2016, and partners with Hormel Foods to sponsor events, like this cooking demonstration, across the country. As part of that arrangement, Hormel Foods donates *Hormel Vital*





FOR MANY, IT WAS THE FIRST TIME IN A LONG TIME THAT THEY'D HAD ANY INTEREST IN PREPARING OR TASTING FOOD.

Cuisine® products, which include ready-to-heat meals, to stock food pantries for patients such as the ones staying at the Hope Lodges.

The residents of the lodge gathered as DeSantis gave tips and advice on nutrition, including how important it is to get plenty of protein and other vitamin-rich foods during cancer treatment. Then he invited them into the kitchen to make smoothies. The large kitchen island was set up with several blender stations. Spread on the table were lots of fresh ingredients – bunches of bananas, leafy greens, nut butters, fruit juices and *Hormel Vital Cuisine*® vanilla and chocolate whey powders.

DeSantis started with a couple of his own recipes as the audience watched. A natural showman, he began slicing ingredients and tossing them into the mixer. “Dark, leafy greens are some of the best foods you can eat,” he said. “Kale and avocado are friends,”

he continued, adding half an avocado, “And mango adds texture.” Then he poured in some vanilla *Hormel Vital Cuisine*® whey powder, which is packed with protein, and paused, improvising. “I’m interested in some pineapple juice,” he said. “Are you feeling this already?” He added some ice, blended the mixture, then poured it out and tasted.

“Oh, you’re not getting this one,” he said, then offered samples once the residents’ laughter subsided.

He started on another recipe. “I heard we want some pink smoothies,” he said, spooning raspberries, blackberries and strawberries into the blender. Then he added vanilla yogurt and a spoonful of peanut butter. “My wife loves a smoothie with peanut butter, but you don’t need too much of it,” he said. “It’s a powerful flavor, so don’t go crazy.” Then he poured in some almond milk and a packet of chocolate *Hormel Vital Cuisine*® whey powder.

“Strawberries and chocolate — we’ve heard of that before.” He mixed, poured out a taste and pronounced it “yummy.”

After that, the Hope Lodge residents got up to make their own smoothies. DeSantis made it clear that there is no perfect recipe or combination of ingredients — anything goes. The patients could be creative and use the ingredients they liked best. The room began to buzz with the sounds of blenders and the patients talking over the noise about what ingredients they thought would work best in their concoctions. For many, it was the first time in a long time that they’d had any interest in preparing or tasting food.

One patient, Sylvia, sipped her smoothie. “These milkshakes are fantastic,” she said. “They give you your energy back, and they go down easily.” She, too, had trouble eating when she was going through chemotherapy.

“I always had this bitter metallic taste in my mouth. Everything tasted like lead, like metal. I was losing weight and had no energy.” Sylvia said she wished she had *Hormel Vital Cuisine*® products when she was going through treatment. “If you don’t have an appetite, you don’t want to go to the store to buy food. I would’ve loved to have had those packets of food. I would’ve eaten those during treatment.”

For the *Hormel Vital Cuisine*® brand and ACS Hope Lodge teams, the fact that the patients enjoyed making and drinking the smoothies affirmed what they’ve been trying to do, to tailor products to cancer patients to help support and sustain them along their difficult journeys. As Hormel Foods donates thousands of *Hormel Vital Cuisine*® products to Hope Lodges around the country, cancer patients will be able to make many more varieties of delicious protein-and-vitamin-packed smoothies to help give them the energy and

nutrition they need to fight their diseases.

Along with events like this cooking demonstration, the *Hormel Vital Cuisine*® brand, in partnership with the ACS, is sponsoring various Relay for Life and Making Strides Against Breast Cancer events from coast to coast.

After the cooking demonstration, Golden said she enjoyed making her smoothie. “This one is good — mango, banana, pineapple and chocolate hazelnut spread,” which she’d mixed with chocolate *Hormel Vital Cuisine*® powder. She sipped and smiled. “I can taste this.”

**1,000 CASES
OF PRODUCT
DONATED
AND COUNTING.**

photo credit: Gil Ross



Hope Lodge resident creating his own shake recipe with *Hormel Vital Cuisine*® products

HUNGRY FOR a new app?

by Alyssa Shelasky

It used to be that you could recognize true home cooks by the spills and stains on their cookbooks. Today, it's the pecorino crumbs on their tablets or a faint smell of garlic ingrained in their cellphones. Old-school cookbooks are still treasures for sure, but the fact is that most of us go directly online when it comes to making dinner or devil's food cake or even a killer cocktail. Here's a quick look at a few of the most popular and innovative apps at your (sticky!) fingertips.

RECIPE apps



ALLRECIPES

Allrecipes' Dinner Spinner — a favorite of many — involves a fun and helpful spinning system so you can find the exact recipe you want before you even know you want it. Users (and at 30 million-plus, there are plenty of them) can search by course, main ingredient or even desired preparation time. Allrecipes brings up a set of options that fits the parameters — complete with comprehensive instructions and videos. More than 50,000 recipes and a strong community of followers make this a top choice.



YUMMLY

Take recipes from all over the web, add images that will make your mouth water, and presto, you have Yumly. You can filter the recipes by the ingredients you have in the kitchen, create recipe boxes and build shopping lists for the week based on the recipes you choose. Yumly also accounts for dietary restrictions and taste-bud preferences to personalize your experience. One cool forward-thinking detail is that you can order all the ingredients on your shopping list easily — and virtually — via Instacart.



EPICURIOUS

This is an all-time favorite recipe app for cooks at all levels. The app has so much depth in terms of content. Some recipes even come from well-known sources such as Bon Appetit and Gourmet, so you can cook with confidence. The app offers a robust categorization feature as well as tools that you can use to create a personalized recipe box and shopping list. It's easy and intuitive to use, definitely my go-to.



PAPRIKA

This one is a big hit with advanced home cooks. You can download recipes from anywhere (like Hormel.com, Applegate.com or JennieO.com), and it organizes and cleanly formats them for you. The recipes are then easy to share among friends. It's also possible to enter your own recipes so that everything is stored in one place. It's up to the task of handling the myriad details that go into planning dinner parties and other special meals where the food is the star of the show.

RESTAURANT REVIEW APPS



YELP

Yelp is easy, accessible and a boon to anyone who enjoys dining out. Just be sure to take the reviews with a grain of salt; competitors love to weigh in on each other. That said, it's a helpful tool that covers a lot of bases.



OPENTABLE

A safe bet not only for reviews, but good, hard-to-get restaurant reservations. OpenTable is reliable and comprehensive, and diners can get points toward free meals — a definite perk if you frequent restaurants often.



THE INFATUATION

The Infatuation is an app, as well as website, newsletter, social media network and text message recommendation service. It was started by two guy friends who pride themselves on having excellent taste in restaurants all over the world. They write restaurant guides and reviews that are both exciting and helpful, so regardless of where you are (well, almost), you can wind up exactly where you want to eat, ordering exactly what you're meant to order.

OTHER POPULAR APPS



WASTE NO FOOD

Food is a highly wasted resource in America, which is why Kiran Sridhar, a 12th-grader in the San Francisco area, created an online marketplace to reduce the amount of food that goes unused each day by farms, restaurants and grocery stores. With this app, food can be claimed by nearby food pantries, homeless shelters and other charities. His initiative spearheaded other like-minded apps all over the country.



TV FOOD MAPS

This lighthearted app locates restaurants and bars featured on over 40 food and travel shows such as "Man v. Food" and "Diners, Drive-Ins and Dives." Thanks to this resource, you can eat like a food-lebrity all the time.



DELECTABLE

A great source for budding wine connoisseurs, this app is a simple tool for diners at any restaurant. All you do is take a photo of a wine label, and you'll instantly get ratings and descriptions of the wine. You can also keep track of your favorites; learn about wine in general with tips from the world's leading winemakers, sommeliers and critics; and buy wines you love from your phone. Cheers!

Keeping the Dream Alive

BY MARY BURICH

Fifty years after the death of civil rights leader Martin Luther King Jr., young people continue to find hope in the lessons he taught.



The essays run the gamut in terms of length. Most arrive handwritten, the style of printing shedding light on the writers' age group and on their innocence. The works haven't been scrubbed for spelling and grammatical errors either. They are simple and genuine reflections by young school children from throughout the United States who, in the spirit of Martin Luther King Jr., each year voice their hopes and dreams to Hormel Foods.

The company's African American Resource Group — known as HAARG — has sponsored and coordinated an annual essay contest for primary school children since 2011. It is designed to pay tribute to the fallen civil rights leader by asking children what he and his work mean to them. At the same time, it's meant to show them they should believe change is possible.

"The question is always the same: What does Martin Luther King Jr. mean to you?" said Harold Burden, manager of demand planning and specialty products distribution, who has chaired the essay contest since its inception.

According to Burden, the seed of the idea was sown by former Hormel Foods Chairman and CEO Jeff Ettinger. He challenged the members of HAARG to find a way to "get in front of children" and inspire them to dream their dreams. The group let the challenge sink in for some time, eventually coming up with a way to meet it head on.

Responses to what Burden called a "purposely open-ended question" are judged not on their mechanics, but on the ideas presented. Winners receive cash prizes up to \$50 and a class pizza party. In addition, Hormel Foods makes a donation to help the school purchase supplies.

"If he never was alive my friends who are black would be treated on fare [unfair]. I would not even no [know] them at all!" wrote Jack, a second-grader. "I get to be in the same

things as white people. I get treated the same way as white people," said Muna. Meanwhile, Liam voiced his belief "that violence is never the answer."

"It's amazing what these kids write about," said Burden, recalling one child who made his essay about bullying. Even more powerful, perhaps, was the essay of the young boy who used the platform to tell his safely guarded story.

"He wrote about the fact that he has Asperger's syndrome. He never shared it before, but he felt empowered to do so then because of Dr. King's 'I Have a Dream' speech," Burden said.

With tears in her eyes, the boy's mother approached the member of HAARG who was visiting the school and told him that was something her son never wanted his classmates to know.

Participation has grown steadily since the first year when four schools participated. The contest is open to all primary schools in the country, and members of HAARG make connections with schools near them, inviting them to participate. There were 16 schools involved in 2017, including one that had three of its grade levels taking part.

"Participation is widespread," Burden said. "Atlanta, Savannah, Los Angeles, Little Rock and a big

presence in the Midwest. And we have a very diverse group of students."

HAARG members make sure they are on-site in gyms and cafeterias around the country as those with the top picks read their essays and learn who is receiving the grand prize. The assembly also includes questions and answers about King and about Hormel Foods, and time for HAARG members to share their stories with the classes.

"We end up leaving more inspired than they are," Burden said.

"If he never was
alive my friends
who are black
would be treated
on fare [unfair].
I would not even
no [know] them
at all!"

Our Take on Cake

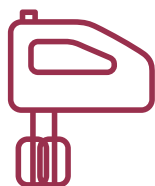
by Angela Sellers

We took three common cakes and gave them a new spin. You will never think about fruitcakes the same after this, you'll always have a birthday treat to please crowds of all ages and you'll have a date night cake that will make you look like a baking pro.

But don't think that unique equals difficult, sometimes the easiest way is the best way and each of these fits that. Two of the recipes use box cake mixes, giving us more time to spend with the ones we love.

Strawberry Piglet Cupcakes

There is so much pressure to have perfect birthday cakes for your little ones, but worry no more, we've solved the problem. Strawberry piglet cupcakes are sure to win over any crowd and make you look like you spent way more time on them than you actually did. Jumbo and mini marshmallows give the little pig faces lots of character, and this recipe is super easy and something fun to do with the kids — maybe they can make their own birthday treat this year!



Makes 18 servings
Prep time: 45 minutes
Total time: 1 hour 5 minutes

1 (15.25-ounce) package premium strawberry cake mix
1 (16-ounce) container strawberry frosting
9 jumbo strawberry marshmallows, cut in half crosswise
18 mini strawberry marshmallows
36 white round sprinkles
Black piping



Mix cake batter according to package directions. Fill 18 standard muffin tins evenly with batter and bake until cake tester inserted in center comes out clean, about 23 to 28 minutes. Cool completely. Spread with frosting. Pipe black dots on white sprinkles to make eyes, let stand 20 minutes to dry. Using skewer, make 2 indentations in marshmallow halves to make nostrils. Top each cupcake with marshmallow half for the nose. Add eyes. Cut mini marshmallows in half using kitchen shears to make ears, and secure in frosting.

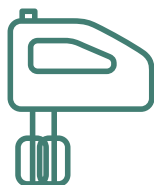
Calories: 213, Protein: 1g, Fat: 5g, Carbohydrates: 40g, Cholesterol: 0mg, Sodium: 259mg



The Hormel Foods Fruitcake

A fruitcake? Really? Yes. We took the old, dense, easy-to-make-fun-of bread filled with gummy fruit and we reinvented it. This is fruitcake like you've never met before. We probably shouldn't even call it fruitcake, we should call it cinnamon-bacon-chocolate-deliciousness cake. This is definitely one that you can't knock until you try it, and once you try it you'll be making it for every winter gathering here on out.

#FruitcakeReinvented



Makes 12 servings
Prep time: 25 minutes
Total time: 1 hour 30 minutes

1/2 cup golden raisins
1/2 cup dried cherries
1/2 cup dried apricots, chopped
1/3 cup orange juice
1 cup applesauce
2 teaspoons grated orange rind
2 teaspoons pure vanilla extract

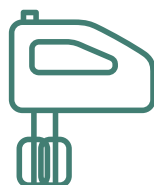
1 1/2 cups granulated sugar
3/4 cup butter, softened
3 large eggs, lightly beaten
3 cups all-purpose flour
1 teaspoon baking powder
1 teaspoon kosher salt
1/2 teaspoon ground ginger
1/2 teaspoon ground cinnamon
1/8 teaspoon ground nutmeg
4 *Justin's*® dark chocolate covered peanut butter cups, chopped



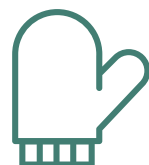
Heat oven to 350°F. In medium bowl, combine raisins and next 6 ingredients; cover and let stand 30 minutes. In mixing bowl of stand mixer, using paddle attachment, add butter and beat at medium speed for 1 minute. Gradually add sugar and beat until light and fluffy. Add eggs, one at a time, beating after each addition. In medium bowl, combine flour and next 5 ingredients. Add flour mixture to butter mixture alternatively with raisin mixture, starting and ending with flour mixture, just until blended. Stir in chopped peanut butter cups. Bake 1 hour and 5 minutes or until cake tester comes out clean when inserted into center of cake. Let stand 10 minutes. Turn cake out onto cake plate and let cool completely. Spoon cream cheese glaze over cake and top with candied bacon and peanut butter cups.

Calories: 630, Protein: 10g, Fat: 22g, Carbohydrates: 101g, Cholesterol: 98mg, Sodium: 545mg

Cream Cheese Glaze

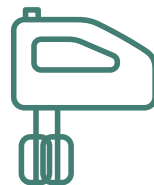


4 ounces cream cheese, cubed and softened
2 cups sifted powdered sugar
1 teaspoon vanilla extract
2 tablespoons milk

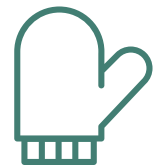


In large bowl, using electric mixer, combine all ingredients until smooth.

Candied Bacon



1/2 cup firmly packed light brown sugar
1/2 teaspoon cinnamon
1 (12-ounce) package *Hormel*® *Black Label*® thick-cut bacon

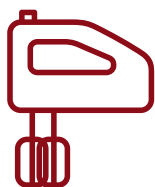


Heat oven to 350° F. In shallow plate, stir together brown sugar and cinnamon. Dredge bacon slices in sugar mixture, pressing to adhere. Place slices on lightly greased wire rack, side by side, over a jellyroll pan. Bake 45 to 50 minutes or until crisp. Let cool completely and finely chop.



Heart-Shaped, Peanut Butter-Mousse-Filled Chocolate Cake

When words simply aren't enough, show your special someone how you feel. This recipe does a lovely job of it, while the heart-shaped pan (available online) punctuates the sentiment. The six-ingredient peanut butter mousse uses only one bowl and takes about five minutes to throw together. We added a little more frosting to decorate, but mini chocolate chips, sprinkles, powdered sugar or whipped cream would also work. You can even switch up your decorations for the occasion — anniversary, date night or whenever you want to give your heart to the one you love.



Makes 10 servings
Prep time: 10 minutes
Total time: 2 hours

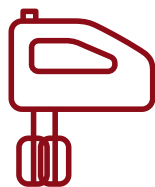
1 (15.25-ounce) premium chocolate cake mix
2 tablespoons instant espresso powder



Heat oven to 350° F. Mix batter according to package directions, adding 2 tablespoons instant espresso powder to ingredients in mixing bowl. Pour batter into lightly greased 9-inch heart-shaped baking pan. Bake 40 to 45 minutes or until cake tester inserted in center of cake comes out clean. Let stand 10 minutes; remove from cake pan and let stand on baking rack until completely cooled. Trim top of cake with serrated knife to level. Cut cake in half crosswise. Spread peanut butter mousse over bottom layer, leaving a 1/4-inch border. Top with remaining cake layer. Spread chocolate ganache evenly over cake. Decorate as you please.

Calories: 484, Protein: 7g, Fat: 23g, Carbohydrates: 68g, Cholesterol: 34mg, Sodium: 484mg

Peanut Butter Mousse



1/2 cup *SKIPPY*® creamy peanut butter
4 ounces cream cheese, softened
1 cup powdered sugar
3 tablespoons whipping cream
1 teaspoon vanilla extract
1/4 teaspoon kosher salt



In large bowl, using electric mixer, combine all ingredients until smooth.

Chocolate Ganache



1/2 cup heavy whipping cream
8 ounces semi-sweet chocolate morsels
1 teaspoon vanilla extract
1/4 teaspoon kosher salt



Heat whipping cream in microwave on high for 1 to 2 minutes or until heated through. Pour hot cream over chocolate morsels and let stand 2 minutes. Whisk until smooth. Stir in vanilla extract and salt. Let stand 30 minutes, stirring occasionally.





STILL *Committed* TO YOUR NEW YEAR'S RESOLUTION?

by Alyssa Shelasky

Forget to make a New Year's resolution? Already gave up on the one you did set? Not so fast! We know it's not always easy to zone in on our flaws or admit the things we need self-improvement on. It's even harder to make changes, not to mention sticking to them. There are so many roads to good living, that it's tricky to know where to begin. No worries. It's not too late to start (or restart) now! We asked some of our favorite wellness experts for fresh suggestions on practical, feel-good (maybe even fun!) New Year's resolutions. Here's what they have to say.

EAT IN THE PURSUIT OF OVERALL HEALTH

"A lot of my clients think I eat healthy just because I own a barre studio. Some won't even ask for nutrition advice for fear of the answer! Truth is, I have a nasty sweet tooth, don't eat enough protein (I'm a carb addict) and, unless coffee with half-and-half counts, I never eat breakfast. An active lifestyle and above-average metabolism keep my weight in its healthy range, but my skin? That's another story. So, my resolution is to change the motivation behind my eating choices — to eat in the pursuit of overall health, looking and feeling my best from head to toe. That's a new mentality I would encourage everyone to try on for size. And, of course, more barre classes for all!"

Kristine Storie owns the Xtend Barre fitness studio in Brooklyn Heights, New York.



REDISCOVER THE JOY OF PREPARING GOOD FOOD

“Eat lots of different things that you truly enjoy and can savor, thereby satisfying and nourishing yourself in a way that is not possible with just any food. Take even just a fraction of time spent on passive, non-nourishing activities and use it to rediscover preparing good food with good ingredients for yourself and those you love. It’s good for the mind, body and quality of life in general!”

Peter Endriss is the founder and head baker of Brooklyn, New York, seasonal restaurant Runner & Stone.



DON'T GIVE YOURSELF NEGATIVE LABELS

“What you’ve done isn’t who you are. Don’t label yourself with ‘I am an overeater’ or ‘I am not motivated’ — these are negative instructions to your brain. Instead, for your resolution, come up with manageable positive instructions (not affirmations, which can feel fake). For example, ‘I can make one good food choice today,’ or ‘I pick myself up and dust myself off instead of focusing on the past.’ Then, tell yourself these things whenever you feel a moment of weakness or confusion.”

Laura Lea Goldberg is a Nashville-based holistic chef and author of LL Balanced, a blog. In May 2017, she released her first cookbook with Springhouse press, “The Laura Lea Balanced Cookbook.”



LEARN TO BREATHE INTO YOUR DIAPHRAGM

“Instead of setting a resolution to meditate, dedicate five minutes a day to practice breathing into your diaphragm. Learning to breathe into the diaphragm reduces stress, takes tightness out of the neck and shoulders, supplies the blood with more oxygen and helps build core strength.”

Joanie Johnson is the co-founder of FPC (Fit Pregnancy Club) in New York City.



MEDITATE EVERY DAY

“Here’s something you probably aren’t used to hearing a trainer tell you: REST! Recovery is the unsung hero of wellness. Of course, I think you should work out and eat well, but put the same amount of energy into recovery. Here are a few ideas: Meditate for at least 10 minutes every day, find a way to take a 15-minute nap, take a full day off, get at least seven hours of sleep each night, or get a massage. When we are well-rested, we can do just about anything better.”

Holly Rilinger is the creator of the LIFTED workout program and author of “LIFTED, 28 Days to Focus Your Mind, Strengthen Your Body, and Elevate Your Spirit.”



TAP INTO THE JOYS OF NATURE

"This year for our New Year's resolution at New Vibe Yoga, we are committed to connecting with nature. Social media and cell phones have been great for connecting us with one another, but they have pulled our attention away from our connection to the natural world. There is awesome power in watching a sunrise, the endless ocean waves rolling up and down, or a garden grow. These things are constant and ever-giving, cyclical in nature. By tapping into them, we can have more regular experiences of peace, bliss and joy: the true gifts of yoga."

Alex Schatzberg is the founder of New Vibe Yoga in New York City's East Village.

PUT YOUR FEET UP

"Put your feet up. Seriously. Put them up. We are always on the go, running from home to work, from work to the gym and back home again. Take 10 minutes every day and put your feet up against the wall with your back on the ground. This small act will rejuvenate your circulation, help reset your posture and release toxins."

Amanda Schoppe and Willy Anderson are co-owners of the new Market.Kitchen.Table. cafe in Brooklyn, New York.

photo credit: Christine Han Photography



DRINK MORE TEA

"Drink more herbal tea. Tea is a great stress reliever and is filled with vitamins and antioxidants for a glowing complexion."

Dr. Jennifer Chwalek is a dermatologist at celebrity-favorite Union Square Laser Dermatology in New York City.



Editor Kelly says, "I love grabbing *Wholly Guacamole** minis with fresh veggies. The simple ingredients and delicious taste make me feel nourished and satisfied."

DIPPING

Into Tradition

Cold, hot, spicy or sweet, who doesn't love a good dip? Most people have dips that they are famous for bringing to get-togethers, and partygoers have favorite dips that they always make a beeline for. Dip recipes are often passed down through generations, and many times become traditions of countless family-and-friend celebrations. Food brings people together, and these party dips will have your guests coming back for more. Here are some of our employees' favorite recipes.

Editor Katie says,
"Don't have time to throw a dip together?
My go-to for get-togethers is a *Hormel Gatherings*® party tray – so quick, so convenient and a hit with any crowd."

Slow Cooker Reuben Dip

"This dip tastes so great, there are rarely any leftovers. My whole family is a fan of this one, and we love to bring it to potlucks because we know it's going to be one of a kind. It is a versatile dip that can be served with different dipping foods like rye or marbled bread – my favorite – or crackers, celery, pretzels or whatever else your taste buds desire. I promise you'll like it, even if you're not a sauerkraut fan."

- Janina Oslund
Customer and supplier quality assurance
administrator at Jennie-O Turkey Store

Rob Schaefer's Mango Guac

"Ever since I tried guacamole for the first time when my mom made it, I have become obsessed. She shared a recipe with me when I was in college and was going to a football party that I needed to bring something to. I continued playing around with different ingredients almost every weekend, and over time landed on this mix of ingredients that I think makes the best guacamole. I won a guac-off contest with it, and at almost every party I bring it to, people say it's the best they've ever had. I love sharing it with friends and family, like my nephews Dean and Garret."

- Rob Schaefer
Foodservice director for the Western U.S. at CytoSport

3 or 4 avocados, scooped out of shell and pit discarded
2 vine-ripened tomatoes or a cup of cherry tomatoes, diced
2 cups frozen mango chunks, diced
½ bunch of cilantro, chopped
½ bunch of green onions, chopped
½ red onion or 5 red pearl onions, diced
½ yellow or white onion, diced
1 habanero or serrano pepper, diced
1 cup fire- or pan-roasted corn
Juice of 1 lemon
Juice of 1 lime
Salt to taste

Mash avocados in a large bowl. Add tomatoes and next six ingredients, and stir until combined. Add remaining ingredients, stirring again until combined.

1 (16-ounce) jar sauerkraut, drained
1 (8-ounce) package cream cheese, softened
2 cups shredded Swiss cheese
2 cups cooked corned beef, shredded
¼ cup Thousand Island dressing

In a slow cooker, combine the sauerkraut, cream cheese, Swiss cheese, corned beef and dressing. Cover and cook on high for 45 minutes if you are in a hurry, or cook on low for several hours if you're not. Cook until the dip is hot and the cheese is melted. Stir occasionally while cooking. Serve with bread, crackers or veggies for dipping.

Cowboy Caviar

"I use this recipe year round. It's very colorful, and tastes great on just about any kind of chip, cracker, baguette or raw vegetable, including thinly sliced jicama. My friends and family ask me to bring it to every event, including holiday parties, summer picnics, birthday parties and baby showers. You name it, I'll bring it. This also works great as a topping on any type of protein and even as a side dish. Sometimes I serve it with warm mini flour tortillas, and sometimes I fill hollowed-out zucchinis with it, top them with shredded cheese and bake."

- Lori Mandt
Region sales manager at CytoSport

½ pound Hormel® hard salami, diced
2 (16-ounce) cans black beans, rinsed and drained
2 (11-ounce) cans Mexican-style corn, drained
½ cup scallions, chopped
3 medium ripe tomatoes, deseeded and diced
2 semi-ripe avocados, diced
½ cup olive oil
¼ cup red wine vinegar
½ teaspoon salt
¼ teaspoon hot pepper sauce

In a small skillet with just a touch of oil, heat salami until it turns a shade darker in color. Place on a paper-towel-covered plate to drain and cool down. After it's cooled, mix it with the next five ingredients in a large bowl. Use a rubber spatula or spoon to mix so that the individual ingredients do not become smashed or break apart. I call it scooping, turning and dumping. Combine the last four ingredients in a separate medium bowl and whisk until combined. Pour over the other mixed ingredients. Stir gently and refrigerate up to three hours before serving. This can also be made further in advance or the night before. Just add the avocado within three hours of serving.



Jalapeño Popper Dip

"My favorite dip of all time is jalapeño popper dip! When I first moved to Austin, Minn., a few years ago, I brought the dip to a couple of parties before learning the hard way that many Minnesotans don't appreciate spicy foods the way I do. When I met my fiancé in 2015, I knew he was the one for me when he loved my jalapeño popper dip as much as I do! He now requests it for practically every big game or event at our house."

- *Samantha Balaski*
Brand manager in meat products marketing
at the Corporate Office

2 (8-ounce) blocks cream cheese
1 cup sharp cheddar cheese, shredded
1½ cups mayonnaise
1 can diced jalapeños (or fresh if you prefer)
½ jar of *Hormel*® bacon bits
½ stick of butter, melted
2 cups panko breadcrumbs
Garlic powder to taste

Stir together cream cheese and next four ingredients; put into a 9x9-inch pan. Stir together remaining three ingredients and put on top of the cream cheese mixture. Bake at 350° F for 30 minutes or until the top is brown and bubbly.



Buffalo Chicken Dip

"This is my go-to recipe using *Jennie-O*® Buffalo chicken. This dip is such a huge hit every time I make it. The secret is the sour cream, which makes it fluffier. My favorite things to enjoy it with are wheat crackers and a glass of red wine."

- Megan Hjelle
R&D culinary specialist at *Jennie-O Turkey Store*

2 cups *Jennie-O*® Buffalo-style chicken breast, diced
16 ounces cream cheese, softened
8 ounces sour cream
¼ cup ranch dressing
2 cups shredded Monterey Jack cheese
Buffalo-style chicken wing sauce, any brand, as much as desired for additional heat

Combine all ingredients in slow cooker over medium heat. Stir frequently while the cheese is melting. Serve with wheat crackers, tortilla chips or celery sticks.

Go-To Fresh Salsa

"This is my favorite homemade salsa. It was originally my dad's recipe, and now it's my go-to. It's quick, easy and delicious, and it's great on eggs, tacos, chips, a spoon, everything. It's also an impressive appetizer — 'Oh, hey, everyone, I just casually whipped up some homemade salsa.' The recipe uses canned tomatoes, but it tastes like fresh salsa, which is a beautiful bonus. Just think, you are about 10 minutes away from a super-awesome, make-all-your-dreams-come-true salsa."

- *Lindsey Hamilton*
Senior manager of the natural channel at CytoSport

2 (15-ounce) cans of diced or stewed tomatoes
(or one of each), drained well
½ medium onion, chopped
3 cloves garlic, finely chopped
1 lime, juiced
½ cup jalapeños, chopped (discard core and seeds)
½ cup cilantro, chopped
1 teaspoon kosher salt

Combine all ingredients in a food processor and pulse very quickly, about three seconds. This keeps well in the fridge for three to four days. Variation: If you like a chunkier salsa, dice all of the ingredients finely and stir to combine instead of pulsing in a food processor.



Kathy's Reuben Dip

"Whenever we have a department potluck, my co-worker Kathy Willger brings her famous Reuben dip. Kathy has been bringing this staple to our gatherings for the past couple of years. It is a warm dip, so it's perfect for fall and winter. It has some great ingredients that really get your taste buds going. You just can't go wrong with this simple and tasty dip!"

- *Lindsey Wood*
Replenishment coordinator at Jennie-O Turkey Store

1 (8-ounce) package cream cheese
1 (8-ounce) tub sour cream
1 (2-ounce) package *Hormel*® dried beef, diced
½ cup Thousand Island dressing
½ cup sauerkraut, cut into small pieces
2 cups shredded Swiss cheese
Dash of onion powder
Dash of garlic powder

Combine all ingredients into a small slow cooker and stir occasionally. If it looks dry, add a little more Thousand Island dressing. Serve with mini rye bread slices or tortilla chips.

Protein-Packed Cookie Dough Dip

"Here is a new way to celebrate a special occasion, like Wednesday! It reminds me of yogurt-covered pretzels — sweet meets salty. Power-packed with protein and sprinkled with fun, this is a great option for a party treat."

- *Tricia Griffin*
Senior marketing manager at CytoSport

2½ scoops *Muscle Milk*® vanilla protein powder
¼ cup *Justin's*® classic almond butter
⅓ cup oat flour or cake flour
¼ teaspoon sea salt
2 teaspoons maple syrup
1 teaspoon vanilla extract
½ cup skim or reduced-fat milk
Sprinkles (optional)
Pretzels for dipping

In a mixing bowl, combine the protein powder, flour and sea salt. Mix well. In a microwave-safe bowl or on the stovetop, melt the almond butter with maple syrup until combined. Stir in the vanilla extract, then pour into the dry mixture. Mix well until fully combined. If batter is too crumbly, add milk, one tablespoon at a time, until the batter is very firm. If the batter is too thin, add a dash more flour. Transfer to a bowl, top with sprinkles and enjoy! Note: If you freeze this recipe, it's best to thaw it overnight in the refrigerator before serving.

Grandma Marie's Pumpkin Dip

"Every year growing up, our grandma Marie would make this pumpkin dip for us during the fall holidays. It was Grandpa's favorite and ours, too! Back in those days, she would cook the fresh pumpkin and even roast the pumpkin seeds for us. This is a modern version using canned pumpkin, making it a very easy and delicious recipe. Grandma Marie was very much into recipe contests and would always bring home a ribbon from any event she would enter."

- Kim Marsh
Regional sales manager for Hormel Health Labs

1 (15-ounce) can pumpkin
8 ounces cream cheese, softened
2 cups powdered sugar
½ teaspoon ginger
1 teaspoon cinnamon
1 teaspoon vanilla

Mix all ingredients together with a mixer and refrigerate overnight or at least a few hours. Serve in a hollowed-out pumpkin with ginger snaps, vanilla wafers or crackers for dipping.

Cheese Ball Dip

"This cheese ball dip is a family favorite and is perfect for happy hours with friends, special occasions, patio gatherings or just Sundays during football season. It has a strong flavor and is very addicting! It's definitely a crowd pleaser and pairs well with any beverage."

- Jennie Esplan
Legal administrative assistant at the Corporate Office

2 jars Hormel® dried beef, chopped, divided
2 packages cream cheese
1 tablespoon Accent or other branded flavor enhancer
1 tablespoon Worcestershire sauce
3 green onion tops, chopped

Mix together half of the chopped beef, cream cheese, flavor enhancer, Worcestershire sauce and onions. Form into a ball and place on your serving display. Cover the ball with the remaining dried beef. Serve with crackers.

Smokey Bacon Onion Dip

"Move over spinach, bacon is taking over. This bacon onion dip is a play on spinach artichoke dip, and it is one of my favorites. If you want to make an even bigger batch, I recommend using one of the Hormel® Black Label® 24-ounce stack pack thick cut bacon products, like the cherrywood smoked variety."

- Nick Schweitzer
Senior brand manager in meat products marketing at the Corporate Office

8 slices Hormel® Black Label® double smoked bacon
1 large yellow onion, chopped
1 (8-ounce) package cream cheese, softened
1 (8-ounce) block Gruyere cheese, shredded
½ cup mayonnaise

Heat oven to 400° F. Cook bacon according to package directions, reserving 1 tablespoon of the drippings. Cool the bacon and coarsely chop. In large skillet, heat reserved drippings over medium-high heat. Cook onions in drippings for 20 minutes, stirring often until browned. In medium bowl, stir together bacon, onions and remaining ingredients. Transfer mixture to 1-quart baking dish. Bake 20 minutes or until hot and bubbly.

Apple Dip

"This dip isn't one that was at every family event, but when I found it in my grandma's cookbook and made it for the first time, I knew it would be perfect with apples. For those who have ever attempted to make caramel, you know how temperamental it can be. This dip is light and delicious, and a perfect substitute for homemade caramel. Also, it holds up well and can last in the fridge a while. I like to double the recipe for gatherings and then hope for a chance of having leftovers!"

- Bridgette Brown
Legal administrative assistant at the Corporate Office

4 ounces cream cheese
4 teaspoons cinnamon
1 teaspoon vanilla
2 tablespoons milk
½ cup powdered sugar
1 small container whipped topping

Mix all ingredients together. Serve with sliced apples.



Beer Cheese Dip

“Like any good Midwesterner, I’ve found a dip that combines all of the best things — beer, bacon, cheese and ranch dressing. This dip has been a huge hit at family events and potlucks. It’s the first thing people ask for when I arrive at a party. It’s always, ‘Did you bring the dip?’”

- *Chelsea Scott*
Quality and process control supervisor
at Osceola Food

2 (8-ounce) packages cream cheese, softened
1 packet powdered ranch dip mix
2 teaspoons dried minced onion
½ - ¾ cup domestic beer
2 cups cheddar cheese, shredded
Green onion and *Hormel®* bacon bits for
garnish (optional)

Place cream cheese, ranch mix and dried minced onion in a bowl. Mix with a hand mixer until combined. Slowly mix in ½ cup of beer until combined. If the dip is too thick, add in the additional ¼ cup of beer. Mix in cheddar cheese. Place dip in fridge for 30 minutes before serving. Sprinkle green onion and bacon bits on top. Serve with crackers.

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Image via <http://teenzonemagazine.co.za/khloe-kardashian/>

Khloe Kardashian noted *Justin's*® honey peanut butter and banana snack packs as one of her go-to picks when hunger strikes



© Matthew and Renee Hahnel



See PEOPLE's 50 Food Faves of 2017: Ree Drummond, *The Great British Baking Show*, Kitchen Gadgets & More!

Dig in to our 50 Food Faves special, which celebrates the brightest faces in the culinary world (like the Pioneer Woman), plus cool kitchen tools, delicious recipes and crave-worthy snacks.

BY PEOPLE STAFF

POSTED ON NOVEMBER 27, 2017 AT 10:00AM EST

AROUND THE

1 P.M.

Justin's Peanut Butter Snack Pack

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People magazine named *Justin's*® peanut butter and banana chip snack packs one of its "50 Food Faves of 2017"



Forbes recognized Hormel Foods on its Top Regarded Companies and World's Best Employers lists

The Evolve® brand sponsored a seven-month road trip across America for the Hahnels, a couple on a mission to stop at each of the 59 national parks in order to bring more attention to the National Park Foundation

Stephen Colbert called out *Dinty Moore*® stew in his opening monologue at the Emmys



Vault named the Hormel Foods internship program one of the top 50 in the nation



Say hello to *Simply Avocado*™ dips and spreads



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Maye Musk, model, dietician and mother of inventor Elon Musk, named *Justin's*® almond butter as one of her favorite things in *Veranda* magazine

Dr. Oz called *Applegate*® smoked turkey breast one of his “Top Five Picks for Low-Sodium Deli Meats That Still Taste Good”



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Applegate® organic uncured black forest ham and *Wholly Guacamole*® classic minis made the *parents.com* list of “25 Healthy Packaged Foods for School Lunches”



The title of America's Best Firehouse Chili was awarded to Jeremy Chauvin of Louisiana for a recipe created in honor of his late brother



SKIPPY® P. B. Bites won the 2017 Award for Innovation and Creativity from the Grocery Manufacturers Association



Justin's® squeeze packs made the BuzzFeed list of “Packaged Low-Carb Snacks That Are Actually Delicious”



The *Hormel*® *Compleats*® brand announced a national partnership with Meals on Wheels America



Usher, Lil Jon and DJ Kronic spent a day together in the recording studio, powered by *SKIPPY*® peanut butter

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