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THE LANGUAGE OF FOOD

Every meal tells a story for anthropologist Tanya Rodriguez

46

FOODIES IN THE HOUSE

Meet a few Hormel Foods folks who have a special affinity for food

49

CLICK, POST, EAT

Do it for the 'gram! Your guide to snapping food pics like a pro

94

DECODING CODE DATES

What does "Best if used by" actually mean?

102

Find out how to make a roux on page 16!



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FOODIES EVERYWHERE

Ask any employee of the company, and you'll get the same answer. Employees either love food or grow to love food. This is not surprising, as food is all around us at work — it's the center of everything we do. To celebrate this, we decided it was time — and it would also be a lot of fun — to have a special issue of our magazine dedicated to everything culinary. From tips and trends to recipes and more, we've got it covered!

Many of our employees consider themselves foodies — ultimate lovers of food and culinary exploration. Meet some of the employee foodies featured on page 49. Also, learn more about our cultural anthropologist, culinologists and chefs on pages 46, 88 and 8. You'll surely be inspired by the chef from New Orleans we introduce on page 18, and one of only 60-some certified master chefs in the world on page 24.

Yet, our culinary issue has more than just chefs and people who work with food every day. We've dug into the culinary side of camping for you on page 56 so you can learn how to take your menu to the next level on your next camping trip. And if you'd rather stay closer to home, you might like the piece we have on mastering basic kitchen tips like a pro on page 11.

No matter your cooking aptitude, it's always fun to take and share pictures of beautiful food (or at least follow foodies on Instagram and dream about eating those dishes!). Do you ever wonder just how they get those pictures to look so good? Well, wonder no more, we have the secrets for you. Check out page 94 for tips and inspiration on how to capture the perfect pic of your dish before you head out the door (or to the kitchen) with your phone.

For now, sit back, relax and enjoy learning more about inspired people and inspired food. By the time you get done, we're sure your mouth will be watering like ours have been while putting this issue together!

Stay inspired,

The Hormel Foods corporate communications team

Issue VI 3

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.



Lena Katz

Lena Katz is a content producer and writer for a number of well-known consumer lifestyle favorites, including HGTV, Tastemade, Zagat and AAA Travel. In addition, she has brought her passion and enthusiasm to clients such as Mike Rowe, Tony Horton and scores of people in between. In addition to her other clients, she very much enjoys the freelance creative and culinary talent consultant work she gets to do with Hormel Foods.



Nevin Martell

Nevin Martell is a D.C.-based food, travel and lifestyle freelance writer who has been published by The Washington Post, The 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.



Elva Ramirez

Elva Ramirez is a veteran reporter and video producer who notched 10 years of experience at The Wall Street Journal. She was part of the Journal's award-winning live video team since its inception. As a writer who learned all aspects of video work, Elva contributed lifestyle stories to the The Wall Street Journal's print and online publications. Elva's feature stories on fashion, spirits and food trends ran in the Greater New York section and others.



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 a senior editor at Attention Span Media. He's 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." Ethan 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."



CULINARY + CREATIVE

Bringing the art of culinary alive in the pages of this issue of Inside Hormel Foods magazine was pure joy for our team. The approach to the craftsmanship and artistry of cooking by chefs, cooks and foodies is very similar to the methodology of our work — from the time and attention to detail, to creative risks and pitfalls, and challenging the norms.

Everything in this issue is designed to tell a story – the story of food and the role it plays in our lives. We took extra care in showing you beautiful images of food that you'll wish you could taste (if you aren't hungry already, turn to page 59) and designed the stories in ways that allow you to immerse yourself in the topic or the person you are getting to know (you'll love the piece on one of our partners on page 29).

The culinary experience is engrained in all of us in some measure, and the splendor of visual artists working with elements created by food experts is a pinnacle of possibility. Those prospects challenge us in all the right ways, and hopefully you will be inspired by many of the same things that excited us while putting this issue together.

Please enjoy the photography, designs and recipes inside. We're sure they'll move you to look at the immense possibilities of food.

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; and Michael Yaremchuk, supervisor of creative services

Holly Zako Cory Some Amy At Model



8	TONY FINNESTAD, A CHEF'S CHEF	32	TASTE IS TRENDING	74	THE NEW HEALTH CARE MENU
11	LEARN HOW TO COOK LIKE A PRO	37	THE DEBATE: SLOW COOKER VS MULTICOOKER	82	FULL CIRCLE: CULINARY INNOVATION TODAY
18	INSPIRED, BY KENNETH TEMPLE	46	TANYA RODRIGUEZ AND THE LANGUAGE OF FOOD	84	WHY AUTHENTIC ETHNIC IS EVERYTHING
22	FOOD TRUCKS FOREVER	49	WHO'S YOUR FOODIE?	88	CULINOLOGY, SIMPLIFIED
	FOREVER	77	WHO'S YOUR FOODIE!	94	CLICK, POST, EAT
24	RON DESANTIS, CERTIFIED MASTER CHEF	56	COOKING IN THE GREAT OUTDOORS	102	CODE DATES DECODED
29	CONVOY OF HOPE, AN INSPIRED PARTNER	64	THE DIET AND DNA LINK	104	WORD ON THE STREET
		68	RED, WHITE & BARBEQUE	106	CHECK IT OUT



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

A Chef's Chef

Tony Finnestad knows where they're coming from.

by Mary Burich

ne day last summer, a legion of corporate chefs from Marriott Worldwide came to Austin, Minn., to see – and taste – new offerings from Hormel Foods. Chef Tony Finnestad was at the ready, presenting six courses in an hour's time. As the corporate chef for the company's Foodservice division, he supports the chain businesses in particular, showcasing ingredients they may not have thought of or even known about.

"There's no such thing as a typical day," he said.

Fifty to 60 percent of Finnestad's time is spent on the road, bolstering the chain group and the company's sales force of 130-plus people spread across 17 offices. Among other things, he creates recipes to support products and educates his team. He even manages an internal website named "Parsley" that includes his blog, "Out to Eat with Tony."

"My role here is fantastic," he said, not missing for a minute the adrenaline rush of being in a restaurant kitchen night after night. His new job holds its own brand of excitement.

With a background in fine dining, he's qualified to say that. Finnestad started out at 14 as a dishwasher at a county club managed by the mother of his childhood friend. "We got paid under the table and with leftovers," he laughed. "All the fried mozzarella sticks we could eat.

What could be better?"

A part-time job evolved into a vocation. Finnestad enrolled in The Culinary Institute of America (CIA), where he crossed paths with Ron DeSantis, a certified master chef who was a member of the CIA staff at the time.

"The CIA does an amazing job of creating or guiding young culinarians to excel in the craft, and Tony is representative of that," he said.

To DeSantis' point, the years that followed Finnestad's graduation from the CIA were filled with a string of successes and culinary positions of increasing responsibility throughout the United States, including the kitchen's top spot: executive chef.

A desire to move "back home" and start a family – he and his wife grew up in Minnesota – nudged Finnestad toward Hormel Foods. They are now the parents of a baby girl.

He's reminded often of the old days.

"The peak was when I was in Jackson Hole. I worked 80 hours a week," he said. "I absolutely love the industry, but I wanted a more stable lifestyle and a more regular schedule."

He also is elated about what he called the "good story" Hormel Foods has to tell about buying local ingredients. And if the ingredients aren't local to everyone, that's okay.

"We're supporting family farms all over the world," he said.

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HOW TO COOK LIKE A PRO AT HOME

FROM PERFECT EGGS TO PASTA AL DENTE, THESE EXPERT TIPS ARE AS SIMPLE AS PIE.

by Alyssa Shelasky

Intimidation is the enemy of a great home cook. Roux and blanch sound complicated and impossible, but in reality, they are approachable — or dare I say — easy! Cooking is not scary. Cooking is meditation. Cooking is pleasure. The truth is, if you know how to follow directions, you can be a good home cook. It's that simple. And if you know how to follow directions plus add a little of your own style, you can be a fabulous home cook. Start with these basics and build off of them as you go. Have fun and be confident!





HOW TO COOK PASTA AL DENTE

According to Chef Fabio Viviani "Top Chef" star, culinary personality, restaurateur, cookbook author

"I love eating my pasta cooked al dente, which means it is still just a little firm when bitten, instead of complete mush. To do so, I suggest cutting down the recommended cooking time on the pasta packaging 25-30 percent so that the pasta is still firm, but cooked. You don't want your pasta to come out soggy. Also, adding salt to the cooking water adds a nice flavor to the pasta."

HOW TO PORTION PRIME RIB

According to Chef David Burke Celebrity chef and pioneer in American cooking

"If you have a 3-pound rib roast — which is 48 ounces — and roast it, it will get down to around 36 ounces. That will be enough for three to four people. You can figure a pound of raw meat per person, and that will yield you enough. Though you can always roast a little extra so you can have sandwiches for the next few days."



HOW TO POACH AN EGG

According to Ali Rosen Author of "Bring It! Tried and True Recipes for Potlucks and Casual Entertaining"

"The best advice I have for poaching an egg actually has nothing to do with vinegar or adding anything to the water. You just gently swirl the water, and it creates the perfect poached egg. Somehow it works every time."





According to Dara Pollak

@SkinnyPigNYC

"Aioli means so many different things now. People tend to think aioli is any sauce with mayo in it. Not the case! But you could definitely cut corners that way by making a mayobased sauce and thinning it out with lemon juice, garlic and Dijon mustard, which is the traditional flavor combo. Whichever way you do it, I like to cover it and leave it in the fridge for at least 30 minutes and up to a whole day. The flavors have more time to develop and meld together.

If you have a microplane, this is a great time to use it. Grating garlic on a microplane turns it into a paste a lot easier than the traditional way. The traditional way is putting coarse salt on top of the garlic clove, then taking the back of your knife and scraping it down, mashing it as you go. Repeat this process until a paste forms. Trust me, a microplane makes everything MUCH easier!"





HOW TO PAN-SEAR SALMON

ACCORDING TO JENN SEGAL AUTHOR OF "ONCE UPON A CHEF"

"Crispy pan-seared salmon is a simple and elegant dish often found on fine-dining restaurant menus. It's really more of a technique than a recipe, and it's easy to master at home. The key is to start with the right-sized fillets – the ready-to-cook 6-ounce portions sold at the fish counter are perfect. They cook fully on the stovetop without burning. I have my fish monger remove the skin, but it's fine to leave it on if you like. It's important to resist the urge to fiddle with them as they cook. Letting the salmon sear untouched in hot oil creates that lovely, flavorful golden crust that makes this dish restaurant-worthy. Try my recipe!"

Ingredients:

1 tablespoon olive oil ½ teaspoon kosher salt Freshly ground black pepper 4 (6-ounce) salmon fillets, 1¼ inches thick

Instructions:

Season the salmon with the salt and a few grinds of pepper. Heat the oil in a 12-inch nonstick skillet over medium-high heat until very hot. Cook the salmon, skin side up, until golden and crisp, about 4 minutes. Carefully flip the fillets and reduce the heat to medium. Continue cooking until done to your liking, 4-5 minutes more. Transfer to a platter and serve.



HOW TO DO MANY IMPORTANT THINGS According to Tony Finnestad, Hormel Foods FOODSERVICE BUSINESS DEVELOPMENT CHEF

HOW TO MAKE A ROUX

"Start with equal parts butter and flour — let's say three tablespoons of each here. Melt butter in a pan over low heat, making sure it doesn't brown. While whisking, sprinkle in flour slowly, and stir to fully incorporate. Turn heat to low, whisk regularly to prevent clumps, and cook over low heat for 5-7 minutes. The point here is to cook the flour taste out of the roux. For most purposes, the color of your roux should be blonde."

HOW TO BLANCH VEGETABLES

"Set up a big bowl of ice water and large pot full of salted boiling water. Give your water a quick taste — it should taste like the ocean. The bigger the pot, the quicker the water will return to a full boil after you drop your product in. Let's use carrots in our example. When your water is at a full rolling boil, drop your carrots in. Cook them to your desired doneness. (Remember that they will continue to cook a bit after you remove them from the pot.) Then use a slotted spoon to pull them out, and immediately dunk them in the ice water. This is called 'shocking,' and the purpose here is to stop the cooking process. The salted boiling water and shocking will help the vegetables retain more nutrients and maintain their color."

HOW TO PAN-SEAR A STEAK

"First, make sure you've seasoned your steak generously with salt and pepper. With a nice piece of meat, you rarely need additional seasonings. Start by preheating the oven. Get a sauté pan nice and hot, add a small amount of oil, and then add your steak. An old myth about pan-searing is that you should only flip it once. Flipping your steak more than once is okay, and helps it to cook it more evenly and a little bit quicker. You'll also get a nice crust on it. Some people add a little bit of butter to the pan after a few minutes, then continue to baste (scoop a little of the oil and butter with a spoon and pour over the top of the steak as the bottom cooks). This is a step that I think is only necessary if you're cooking fully on the stovetop instead of finishing in the oven. After you've developed a nice sear on both sides, I add a small amount of stock to the pan and finish it in the oven. Just a few minutes is necessary to bring it to medium-rare. Then pull it out, set it on a cutting board or plate, and let it rest before slicing or serving. A general rule of thumb is one minute of resting per one minute of cook time."



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am Chef Kenneth Temple, and I am inspired by challenge. What I love most about being a chef is taking a vision and making it a reality, whether for my own likeness or for a customer. Cooking is one of the only professions where you satisfy multiple senses, on multiple levels, with one interaction. I enjoy the process just as much as I enjoy being a witness to the result. I always say, "Knowing the ingredients can shape the flavor."

When I first began this journey, I didn't imagine it would become my passion. I found fulfillment in the craft, and it taught me a lot about myself. In hind-sight, I can recall various moments of struggle that forced me to improve: being suspended from college, Hurricane Katrina, losing primary clients and being unemployed. With every win, I am inspired to achieve more. It is reward-

ing to exceed my limits by conquering the challenges that life puts in my path.

No more than 10 years this side of culinary school, I built a private-chef business serving the likes of Lil Wayne and Mayor Mitch Landrieu, worked as an ambassador of New Orleans in South Africa, published a cookbook, launched a successful cooking show and was named "Chopped" champion on the Food Network.

As I continue to build the Kenneth Temple brand, I also want to inspire others. I can only assume there is a tribe of people who are also inspired by challenge. Being able to succeed on "Chopped" is synonymous with life. I am a living example that life gives us a basket of unknown ingredients. The outcome is the result of what we make of it.





Watch Chef Kenneth make gumbo and talk about the history of soul food in an episode of Cooking and Culture in the Inspired section on hormelfoods.com.

New Orleans Okra Tumbo

Created by Kenneth Temple

total time: 1 hour 15 minutes | serves 6

½ cup canola oil

2 pounds small okra, cut in ¼-inch slices, tops and bottoms removed

1 large onion, chopped

1 bell pepper, chopped

2 stalks celery, chopped

kosher salt, to taste

black pepper, to taste

cayenne pepper, to taste

1 (6-ounce) tomato paste

2 tablespoons minced garlic

2 bay leaves

1 teaspoon dry oregano leaves

1 pound smoked sausage, sliced

1/2 pound Hormel® Cure 81® ham, diced

8 cups unsalted oxtail*, chicken, beef or seafood stock

2 cups white rice, cooked

In heavy stockpot over medium-high heat, heat oil. Cook okra, in batches, 1 to 2 minutes; remove with slotted spoon to paper-towel-lined plate. In stockpot, add cooked okra, onion, bell pepper and celery. Cook 2 to 3 minutes; season with salt, pepper and cayenne pepper. Add tomato paste, garlic, bay leaves and oregano. Cook 30 seconds. Stir in sausage and ham. Cook 2 minutes. Add stock. Bring to a boil. Reduce heat to simmer. Cook 1 hour, stirring occasionally. Serve over hot white rice.

*Oxtail stock: In large stockpot, combine 2 pounds oxtail, 5 quarts water, 8 peppercorns, 3 bay leaves, 1 chopped onion, 1 chopped bell pepper and 3 ribs sliced celery. Bring to a boil. Reduce heat and simmer 2 hours. Skim. Strain, reserving liquid and oxtail. Can be prepared a day ahead.





FOOD TRUCKS FOREVER

Delicious, affordable and cool.
Where did they come from, and are they here to stay?

By Alyssa Shelasky

Remember when you'd look at a food cart or truck with suspicion?

Not anymore! The sight of a food truck now delivers messages to the brain that signal not only deliciousness and affordability, but a sense of exciting foodie exclusivity.

Diners might be tempted to call the food truck craze a trend, and a few years ago that might have been an accurate prediction. But these days, food trucks are, in fact, living in a post-trendy world. Food trucks are an eating lifestyle and a hospitality movement that remain strong, fierce and flourishing. They are just as much of a restaurant "concept" as white-tablecloth dining or sitting at a chef's table.

For most professional cooks and culinary

entrepreneurs, food trucks used to be a last, even desperate, resort. They weren't a bad option, per se, they just weren't really on the menu (so to speak). Restaurants need a staff, an address, a bunch of tables. The food truck questioned and reimagined all of that. Now they are regarded by most chefs as a preferable, desirable, super-cool choice. Even a top choice for top chefs.

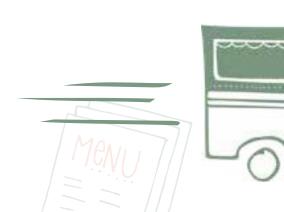
Ask any chef about the food truck movement, and you'll likely hear the name Roy Choi. In 2008, Choi opened Kogi, a shabby but scrumptious taco truck in Los Angeles, which is basically considered the first gourmet food truck known — and worshipped — by the masses. Choi's empire has since exploded. His list of accomplishments in the 10 years since

Kogi was founded is extensive. He was named Food & Wine's best new chef and made Time's 100 Most Influential People list, under the pioneers section.

It's not unheard of for a chef to move from a table-and-chair restaurant to a food truck by choice. Take John McConnell, for example. The executive chef at the Clif Family Winery's Bruschetteria Food Truck in Napa Valley, Calif., was the former chef de cuisine for the Michelin-star-rated Campton Place Restaurant, Bistro & Bar in San Francisco. Yes, you heard that right, a chef who used to head a Michelin-starred venue now spends his days working out of a food truck.

Other cultural factors pushed the food truck scene forward, too. The Food Network







premiered "The Great Food Truck Race" TV series; Zagat gave food trucks their own category; the movie "Chef," starring Jon Favreau, tells the story of a disheartened chef who reclaims his culinary visions via a groovy food truck. The cultural momentum goes on and on.

Food trucks are still more than an indie concept that happens to be downright yummy. After all, it costs a whole lot less to open and operate a food truck. And that's major. Traditionally, chefs were not trust-fund babies; they were often from immigrant families and/or educated by the school of hard knocks. Food trucks make dreams come true for those who believe hard work and raw talent should be enough.

Also, the risk is lower, which allows a certain freedom to do wonderful things. From steamed dumplings to vegan arepas to falafel sliders, food trucks' items are typically made with local, high-quality ingredients and by someone who truly cares about the products — outright passionate cooks.

Bottom line, food trucks are very much of and for the people. And they're crazy fun.

There's a playfulness and innocence to getting your food this way, with all their friendly rivalries and online "get-here-now!" spirit. And, this is exactly why brands love them. Jennie-O Turkey Store and Applegate both have food trucks that they use at events to engage audiences in a fun way.

Tony Finnestad, one of the chefs of Hormel Foods, puts it like this, "When we lived in Austin, Texas, there was always a somewhat friendly rivalry between Austin and Portland over who had the best food truck scene in the U.S. Portland's was bigger and slightly older, but Austin's was growing quicker and arguably better."

Finnestad said it's all linked to the economy. "If you look back at when food trucks became really popular, I mean actually popular and not just more popular than before, it was when the economy was at its worst. Fine-dining restaurants and the whole fine-dining scene took a turn for the worse, and many very good restaurants started to close. There were simply fewer people willing and able to pay \$100 for a meal for two on a whim. Many chefs started opening fast-casual and casual

restaurants. But there was an even quicker route to having your own spot: food trucks. Cheaper, faster and much more approachable for a mass audience, and the food could be just as good as that of many brick-and-mortar restaurants."

Finnestad gives a big nod to the social media aspect of it all, too. "The Twitter and Instagram games have changed the food truck landscape completely, and even small cities like Traverse City, Mich., have food truck scenes now. If you're in the area, look up the little fleet.com."

Sure, food trucks probably go back to ancient times in one form or another, but the moment is definitely now. It's one of the hottest trends in the restaurant industry since farm-to-table eating. And often, those two go hand in hand. With the fresh ethnic flair, constant online excitement, affordable prices and mouthwatering menus, it's hard to see anything but more delightful success for food trucks everywhere.









by Mary Burich

If you have an extra seat at your kitchen table, consider giving Ron DeSantis a call. One of the foremost chefs in America has a list of accomplishments as long as your arm, but he doesn't get a lot of dinner invitations.

Cooking for DeSantis may well be akin to acting in front of Meryl Streep, who once said she couldn't keep her lip from quivering when she first met Al Pacino. "It was 'The Godfather' time and I was nobody." These days, she hates the idea she might be someone's Pacino.

So it is with DeSantis. Though he has earned a rightful place among the culinary elite, he much prefers a democratic approach to food. One that gives everyone a place and a voice.

"Chefs are the easiest people to cook for because we know what it takes," he said. "We appreciate the fact that you went through the effort."

If the salmon is dry, don't stress, he said. "It's the whole experience, not if the salmon was cooked right."

It's exactly that philosophy that makes his long-standing partnership with Hormel Foods such an ideal fit. The global Fortune 500 company takes pride in feeding the world, and DeSantis is delighted to lend a hand.

Winning him over is nothing if not a feather in the cap of the Minnesota-based company. For starters, he's an American Culinary Federation (ACF) certified master chef, a designation so elusive and rare that only 67 other chefs – and a handful of pastry chefs – can lay claim to it. The eight-day test is a rigorous and demanding measurement of skills and knowledge, with a mere 20 percent passing rate. DeSantis nailed it nearly 30 years ago on the first try, as did four of his classmates. That level of success is far from the norm.

"We had this ridiculous bumper crop [of chefs]," he said. "We started with 12, and I think five of us passed. I believed it's because we quickly became a team, and helped and watched out for each other."

His special brand of collaboration has no doubt led to a successful 10-plus-year relationship with Hormel Foods. He was directing the consulting arm of The Culinary Institute of America (CIA) in the early 2000s when members of the company came seeking help in the creation of a culinary enrichment and innovation program. They didn't have to look any further. DeSantis set about formulating and articulating a program that continues to serve Hormel Foods to this day.

"It was one of the most exciting things I've ever worked on," he said.

He also fell in love with the people.

"Do you go through a big screening process?" he teased. "Because you only bring in really nice people. They're knowledgeable. They're good corporate citizens. They look out for different philanthropic efforts, and they involve the company in good ways," he said.

The partnership between Hormel Foods and him continued soon after the culinary innovation and enrichment project with an opportunity to be on the ground floor of the development of a new line of products for the foodservice industry. DeSantis set about bringing to life something he said "he would want" − Hormel® Fire Braised™ meats. "I was involved from the beginning. I did a full assortment of recipes, too," he said.

Many years later, the products remain his favorite Hormel Foods offering, a go-to ingredient that he'll reach for without a second thought. "I helped create them, and I really

love that line of products," he said.

For any naysayer who insists a chef should never take such a shortcut, DeSantis answers with a philosophy of balance that he lives by.

Make no mistake, he embraces the idea of local, in-season ingredients. In fact, DeSantis was largely raised on that style of cooking. His grandparents owned a grocery store in his hometown of Maybrook, N.Y. His grandfather had five gardens, one of which was the backyard of the house DeSantis and his family rented from them.

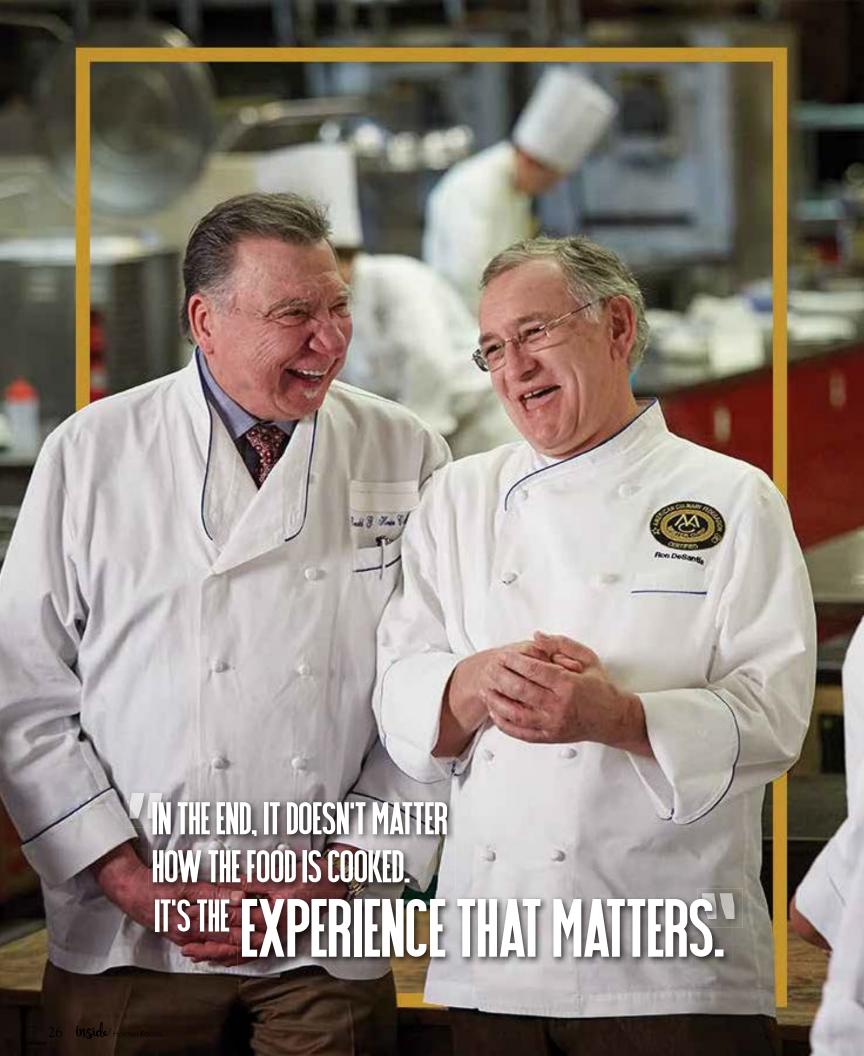
"If you stepped on things, he would run after you," he said, remembering his childhood

in the small town at the foot of the Catskill Mountains.

He was admittedly too young to understand the significance of what he was eating, or that his grandfather was ahead of the curve. It was much more basic. "I grew up with fresh food because that's all we could afford," he said.

His belief these days is that "we can do local, in-season ingredients in different areas." However, experience has taught him it's unrealistic to think it can ever be embraced universally. For example, when he left his job at the CIA in 2011 to become director of culinary excellence at Yale University, one of his duties







was to oversee the production of more than 13,000 meals a day. The university's location in Connecticut, where the growing season is short, meant the culinary team relied on various premade products to feed that many people every day.

"All chefs are using convenience products to some degree," he said, mentioning the staple ketchup as an example. "There's a balance, and you have to look at that because there's a business reality to everything you do. Price points, labor models, etc."

Given the place he believes such "convenience products" have in today's cuisine, DeSantis is in favor of ensuring that they're as high-quality as they can be. In that regard, he finds satisfaction in working with Hormel Foods and in bringing what he calls "artisanal-quality food" to the company, its customers and its consumers.

Wanting people to have the best food possible is a goal he shares with Hormel Foods. When he reconnected with the company as a member of the Cancer Nutrition Consortium, a group of scientists, chefs, food producers and physicians grappling with the challenge of keeping cancer patients nourished during their treatments, he fell back on a familiar approach: What would I like to eat? The end result was *Hormel Vital Cuisine®* meals, shakes

and whey powders. They look good, taste good and are packed with important nutrients. It seems pretty basic, but for those suffering from cancer, it can be everything.

Projects such as this and others he's been involved with for Hormel Foods served to convince him recently that it was time to begin a new chapter, one that capitalizes on his knack for meeting challenges head on. So, in July 2017, DeSantis launched CulinaryNXT, his own foodservice advisory practice.

"The goal is to do something for me and use the experience I have to help others," he said. "I like to solve problems."

An ancillary benefit of his new job is that he is home more and able to cook for his wife. He's quite fond of Sylvia, saying she is the reason he never took the path of opening his own eating establishment. "I would have needed her involvement," he said. "She didn't want to do it, and I decided I liked her better than the idea of owning a restaurant."

He has no regrets nor should he. He came to cooking accidentally when he was in the U.S. Marines. Something clicked. "It was a natural for me," he said. "I had no idea people did this for a living."

After his discharge from military service, DeSantis enrolled in the prestigious CIA, and that's when "everything came together." Indeed it did.

In addition to being a certified master chef, he is internationally known, with a wall full of medals to prove it. Among others, he is a recipient of the ACF's President's Medallion for his contributions to the master chef exam, and of The Cutting Edge Award for leadership and service to the culinary profession. He is part of Michael Ruhlman's best-selling "Soul of a Chef: The Journey Toward Perfection," an inside look at the master chef exam. He is an educator, chair of the ACF's certification committee and holds a master's degree in business administration. And it goes without saying, he can cook like there's no tomorrow.

Yet, more impressive than what he's done is who he is. DeSantis has every right to be a snob, culinary or otherwise. But he isn't wired that way. Instead, he cares that cancer patients can enjoy a meal like everyone else. He delights in his young grandson, and worries far less about creating a perfect meal than letting him tend to the mushrooms. It's this warm and engaging way that makes you forget for a minute you're talking to a rock star, not a guy you grew up with.

So you take leave to work on your salmon. Because you'd love nothing more than to have him over for dinner sometime.

DAR CHOCOLATE PART FIRST [IF YOU WANT]

NO JUDGMENT!

Find it by the Lunchmeats.

Break the snack rules with HORMEL® NATURAL CHOICE® SNACK.

Savory, snackable 100% NATURAL® meat and cheese. Plus dark chocolate-covered bits of rebellion.

And if someone gets all judgypants on you, that's their snack problem!

MAKE THE NATURAL CHOICE®





At Hormel Foods, we are inspired to do our part in helping with hunger-relief efforts around the world. We have significant resources as a food company, but we understand we can't do it alone. Working with our inspired partners such as Convoy of Hope, Feeding America, Food For The Poor and Caritas, we are able to make a difference every day.

We couldn't be more excited to feature some of our inspired partners — from charitable organizations to suppliers and customers — in this and future issues of Inside Hormel Foods. This feature is on Convoy of Hope, a fairly new relationship and an important partner that helps Hormel Foods carry out its hunger-relief mission.

CONVOY OF HOPE PROGRAMS















Convoy of Hope was founded in 1994 by the Donaldson family. The inspiration for starting the organization can be traced back to the many people who helped the family after their father, Harold, was killed by a drunk driver in 1969. Today, more than 100 million people have been served throughout the world by Convoy of Hope. The organization works with churches, businesses, government agencies and other nonprofits to provide help and hope. With efforts that span the globe, the organization's programs include community events, children's feeding, disaster services, agriculture, women's empowerment and rural compassion. In addition to Hormel Foods, Convoy of Hope works with TOMS, Plum Organics, Culligan, Home Depot, Walmart and many other businesses.

Hormel Foods joined forces with Convoy

of Hope several years ago. In the beginning of the partnership, the company helped support events that provide groceries, haircuts, dental screenings and other services in at-need communities across the country. The partnership quickly expanded to include disaster-relief efforts.

In anticipation of hurricane season last year, Hormel Foods partnered with Convoy of Hope to help stock its warehouse with products such as *SKIPPY®* peanut butter, *Stagg®* chili, *Hormel®* premium chicken breast and *SPAM®* products that could be positioned and distributed for disaster-relief efforts. As a result, Convoy of Hope was able to respond to Hurricane Harvey in short order, distributing much-needed protein and other supplies immediately.

It has been a busy time for the organiza-

tion, which also responded to the 2017 natural disasters in Florida, Puerto Rico, Mexico and California. To provide additional support, Hormel Foods subsidiaries Applegate Farms and CytoSport also donated products, and Hormel Foods provided a monetary donation. In total, thanks to these and other donations, Convoy of Hope and its volunteers distributed 10 million meals and served over 760,000 people who were impacted by the natural disasters.

Hormel Foods and Convoy of Hope also worked together to provide a special holiday meal for those affected by Hurricane Harvey. Hormel Foods donated over 700 *Hormel*® *Cure 81*® hams and Jennie-O Turkey Store donated over 700 turkeys for the event. Convoy of Hope helped prepare the meal and distributed the remainder of the hams and turkeys to



Get involved! Visit convoyofhope.org/get-involved/volunteer for ways to get involved, and for more information about Convoy of Hope.





Fast facts

Four Star Charity Award from Charity Navigator -

14 YEARS

Accepted as a Best of America by the Independent Charities of America

Since 1994:

>100 Mpeople served

> 260 M

meals served

>600,000 volunteers mobilized

countries served

Has responded to

disasters worldwide

attendees to take home and to churches in the area to help with their holiday meals.

"Getting donations from Hormel Foods and Jennie-O Turkey Store was huge because that meant we could bless that many more families with a holiday meal," said Stacy Lamb, U.S. response director for Convoy of Hope. "We are very appreciative of Hormel Foods and Jennie-O Turkey Store for coming down and assisting with the meal."

According to the Hormel Foods team that works with the organization to provide support and coordinate efforts, Convoy of Hope has been an excellent partner, always looking for new ways to help those in need. To date, Hormel Foods has focused its efforts on helping to support the organization's community events and disaster services programs, but it is currently considering how to deepen the

relationship and extend its helping hands.

When asked about the relationship with Hormel Foods, Bill Whitworth, Convoy of Hope's procurement director, said, "I've had the great opportunity to work with Hormel Foods, and it has just been a wonderful experience. I was on calls with different Hormel Foods staff members, and I shared with them two descriptive terms about the Hormel relationship - one is 'unique' and the other is 'special.' There is just something very special about Hormel Foods. Their attitude and investment in the relationship make a difference, make a change, and it's been wonderful."





By Elva Ramirez Imagine taking one day out of the year, dedicating it to your all-time favorite food, spending that day eating that food and seeing pictures of your friends eating that food all over your social media feeds. Well, wake up! Your dream has come true! Food holidays are a thing, and they are here to stay. Issue VI 33

If it seems that every year brings more food holidays than the one before, it's because that's true. Perhaps with good reason. In the age of hashtags and foodie-focused social media, holidays like National Chocolate Chip Cookie Day (Aug. 4) can be a fun way to brighten up your day. After all, who doesn't want to celebrate chocolate chip cookies?

But who is responsible for setting the dates? Where does National Guacamole Day (Nov. 14, by the way) come from?

First, a little bit of history about holidays in general. There are just 10 federal holidays such as Independence Day and Christmas; only Congress has the power to establish these. Other festive dates – Halloween and Valentine's Day, for example – are recognized on U.S. calendars but aren't observed by closing banks and government offices. In addition, state and local lawmakers can declare specific days to honor individuals or causes. Last year, for instance, Minnesota Gov. Mark Dayton declared July 7 SPAM® Day in honor of the canned meat's 80th anniversary.



Previously unheard-of holidays sometimes will make it to the top of the trending topics list without warning simply because people are engaging with a hashtag on social media.

National holidays, food-themed or otherwise, originate from a few places.
National Day Calendar, Chase's Calendar of Events and Foodimentary are among the best-known sources. (Foodimentary even offers daily food-based trivia and historical facts.) The sources aren't exhaustive though. Previously unheard-of holidays sometimes will make it to the top of the trending topics list without warning simply because people are

engaging with a hashtag on social media.

Individuals can submit ideas for national days. Their birthdays aren't eligible, but all other submissions are reviewed by the firms' respective research staff. The various calendars — which are mostly in sync but don't always agree — will update everyone from bloggers to big media outlets about holidays. Think National Toasted Marshmallow Day (Aug. 30) and National Ants on a Log Day (second

Tuesday in September). This snack, as any fan of SKIPPY® peanut butter or *Justin's®* nut butter knows, is made by spreading peanut butter on celery and topping it with a row of raisins.

Hormel Foods embraces food holidays for, among other things, their ability to deepen the company's voice in trending conversations on social media. As part of its digital strategy, teams keep tabs on upcoming holidays and start planning a few months ahead of time.

One year for National Peanut Butter Day, Hormel Foods Digital Communications Coordinator Beth Hillson spent time at Skippy Foods in Little Rock, Arkansas. She profiled employees on the company's social feeds. "It's our purpose in action — *Inspired People. Inspired Food.*TM Anytime I can show the people behind the food, it's a win," Hillson said.

"Food holidays are a way to surprise and delight," she said. "If you tell people it's a holiday, it catches their attention, and they want to celebrate."

66 Food holidays are a way to surprise and delight. If you tell people it's a holiday, it catches their attention, and they want to celebrate.

Not all food holidays are created equally, she added. Some get more attention than others, oftentimes based on the popularity of the item. Chili, pastrami and guacamole are favored dishes, and bacon is in a league of its own.

"In fact, you don't always need a holiday, Hillson said." Anytime you share a picture of bacon, it gets engagement. People love bacon."

"Bacon is always on our minds," John Hernandez echoed. Hernandez is a brand manager on the breakfast meats team at Hormel Foods, which includes the Hormel® Black Label® bacon brand. Among other duties, his team plans for engagement opportunities around food holidays throughout the year.

The crispy meat product is so popular, you can officially celebrate it twice: first on International Bacon Day (the Saturday before Labor Day) and again on National Bacon Day (Dec. 30).

Most bacon lovers will argue that every day is bacon day. As Hernandez noted, "Bacon always makes everything better." The meat's popularity means that bacon's food holidays have jumped off social media feeds and into real life.

Three years ago, the Hormel® Black Label® bacon brand team commissioned a baconpowered motorcycle that drove cross-country before taking a star turn for fans at the San Diego International Bacon Film Festival. This event was followed by a separate event, San Diego Bacon Fest, which takes place each year on International Bacon Day. While there are multiple bacon-themed festivals around the country throughout the year, San Diego's festival appears to be the only one dedicated to International Bacon Day. As the organizers cheekily wrote on their own site, "This is the best event ever."

With the rise of social media, there are several ways to know which food holidays are coming up so that you don't get caught off guard Nov. 6 when National Nachos Day rolls up. Food holidays are published a full year ahead of time, so you can scroll through each month and add your favorites to your calendar. A few weeks before the holiday, some brands will begin teasing their upcoming content to get fans excited and to make sure you don't miss out on your chance to celebrate.

On the day itself, follow the social media accounts for your favorite brands and the hashtags for the day. #NationalChiliDogDay, for one.

For fans of food holidays, following the hashtags means two things: You can discover new accounts to follow from brands like Hormel Foods and from fellow foodie fans, and you can join in the fun by contributing photos of your own food-holiday celebrations. Who knows? Perhaps you'll gain a new follower or two!

When it comes to successful food photography for joining in on the fun, the key is to keep it simple. Pay attention to the small details, like shadows or clutter that can mar a composition. Shoot your plates from several angles, and get physically close instead of using a zoom lens. Use natural light not flash, where possible, and look for bright pops of color. Vibrant walls and pretty tablecloths provide contrast and texture.

"With food, focus on lighting and plating," Hillson said. "Success on social is all about how you present it."



READY TO Celebrate YOUR FAVORITE DISHES?

Here are some popular food holidays to jump-start your planning:

National Peanut Butter Day	Jan. 24
National Peanut Butter and Jelly Day	April 2
National Salsa Month	May
National Turkey Lovers' Day	Third Sunday in June
National Chili Dog Day	Last Thursday in July
National Salami Day	Sept. 7
Pepperoni Pizza Day	Sept. 20
National Taco Day	Oct. 4
National Nachos Day	Nov. 6
National Guacamole Day	Nov. 14
National Bacon Day	Dec. 30



THE DEBATE:

by Lena Katz



MULTICOOKERS



VS.

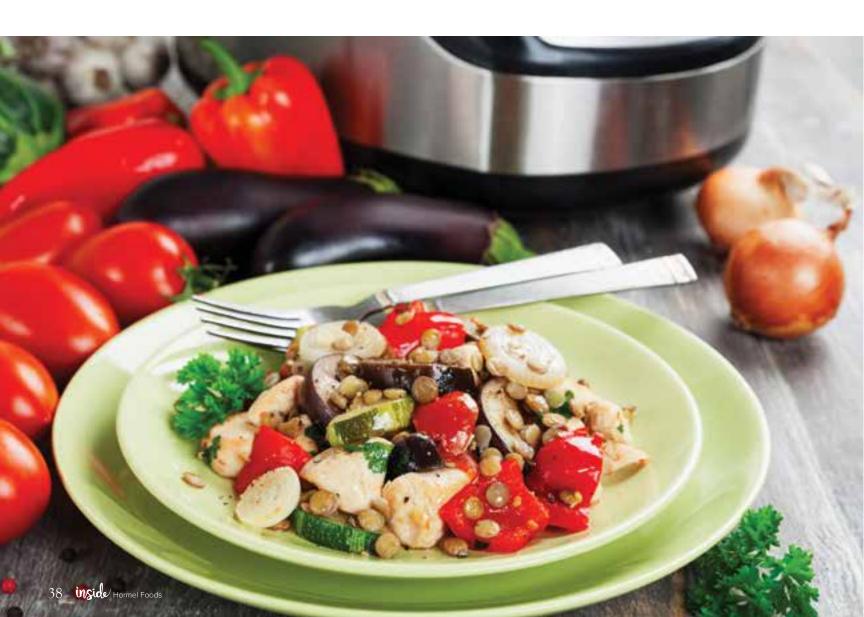


o say there's been recent buzz around multicookers is putting it mildly. The concept of instant meals in one pot surely is popular, and there are many brands on the market that offer this right now. There's a frenzy around multicookers of all kinds, which has overtaken Facebook, inspired countless cookbooks, and more or less left the stalwart slow cooker by the wayside. This craze might have already overtaken your Facebook feed. It might have promised you a one-pot solution to weight loss and fitness goals. It might be sitting on your counter, intimidating you with its shiny surface and dozen buttons.

After much research and a casual poll of 300,000 (seriously, 300,000) members of a

community group called Instant Pot Recipes Only, we've decided three things. One, the multifunction countertop cookers have not rendered the slow cooker obsolete. Two, it probably isn't a magical weight loss tool. And three, it can indeed produce some excellent meals. It has a bit more versatility than the slow cooker, but also requires a bit more effort to master.

With help from this zealous Facebook community of home cooks and expertise from the Studio H kitchen at Hormel Foods, we have come up with the key differentiating factors of slow cookers versus multicookers, what each is best for and cautionary tips to keep you safe while cooking with steam.



How do countertop cookers work?





Slow, even heating traps the moisture of the food product, so usually there's no need to add water. The appliance is temperature controlled, and you're not supposed to take the lid off during cooking, so little supervision is required. It is typical that meals in a slow cooker take approximately four hours on high heat or six to eight hours at a lower temperature.



MULTICOOKERS



This is the next evolution of the pressure cooker, and it does many things, including slow cooking, pressure cooking and rice cooking. The pressure function works with steam heat (achieved by heating water to 30 degrees over the boiling point) and yes, pressure — measured in pounds per square inch (PSI). These cookers also perform other functions like searing, sautéing, making cakes and steam canning.





Slow Cooker Pros

- · Preferred for "low and slow" recipes like beans and gravies where longer simmering or stewing adds flavor. (Beans don't even necessarily need to be soaked first like they would if you're using a multicooker.)
- Deemed the ultimate "set it and forget it" cooking appliance.
- Preferred for making party food because it can be kept warm for a long period of time.

Slow Cooker Cons

- There are fewer functions (though certain late models have a sear function).
- Though they don't need to be tended to, it might not be the best idea to leave them on all day when no one is home.
- Meal prep still requires planning. For instance, if you forget to put the ingredients in the pot before you leave the house or before you go to sleep, there's no fast fix to the meal.

Best in the Slow Cooker

- Foods in which flavor will be improved by ingredients stewing together, like gravy and chili
- Party food like meatballs, artichoke dip and nacho cheese
- Mulled wine and toddies
- Less expensive roasts and other cuts of meat

MULTICOOKERS



Multicooker Pros

- Extremely versatile, performing all the cooking steps that used to require a stovetop and oven.
- It can accomplish formerly handson tasks, like sautéing, with the push of a button.
- Can make multiple dishes at the same time with "pot-in-pot cooking."
- The pressure setting cooks food much faster than any conventional cooking method.

Multicooker Cons

- There is a learning curve to mastering the multifunction cooker; many believe they need a science lesson before they can cook with it.
- It has a heating element only at the bottom instead of around the perimeter like slow cookers do.
- You can't see or taste the food during the cooking process.
- While it can sear, sauté and steam, it cannot replace the flavor gained from a grill.

Best in the Multicooker

- Cooking meats from frozen
- Moist breakfast breads
- Rice
- Hard-boiled eggs
- Root vegetables
- Making yogurt

Comments from real-life users

"We still use both. My husband has really embraced the multicooker. I haven't taken the time to learn to use it, simply because he's cooking dinner now. Win!"

Kieran from Virginia

"I found the multicooker intimidating. It sat in a box for months. Now I use it a few times a week. Once I remember to account for the warm-up and venting time, I can throw these dinners together very quickly with minimal preplanning."

Andrea from Wisconsin

"I've mostly only cooked chili in the slow cooker and still do. We like the flavor and texture better than in the pressure cooker."

Dana from Maine

"I use my slow cooker far more than my multicooker. I love them both though. I think they're just different, and it depends on the recipe. With liners, the cleanup is better in the slow cooker."

Karen from Illinois

"I was a long-time slow-cooker user. I loved it for simplicity. I got a multifunction cooker (not name brand) a couple of months ago, and I haven't gone back. The speed and the fact I don't have to thaw is awesome — I can pull dinner together in 30 minutes or less from frozen."

Dominique

A Word of Warning

While devotees extoll the simplicity of countertop cookers, these appliances aren't accident-proof. They all heat their contents beyond the boiling point, and whether it's the heated surface of a slow cooker or the burst of steam from a multicooker, you should always be extremely careful when checking up on your finished meal. Also, research manufacturer recalls and user reviews before buying any countertop cooker.

Techie Tip

If you're not intimidated by the latest appliances and features, you might be excited to know that some of the newer models of countertop cookers come with Bluetooth and/or Wi-Fi connectivity, and can be remotely controlled using apps.



If you have a multicooker or slow cooker, here are a few recipes you can try out.

MULTICOOKER



Spicy PORK STEW

prep time: 15 minutes | total time: 45 minutes | serves 10

2½ pounds Hormel® Always Tender® pork butt roast, cubed after excess fat removed

1 large onion, coarsely chopped

2 carrots, peeled and coarsely chopped

2 celery sticks, coarsely chopped

1 jalapeño pepper, sliced, if desired

11/2 teaspoons kosher salt

1 cup La Victoria® salsa ranchera

1 packet Herb-Ox® granulated chicken bouillon

1 cup water

2 cups coarsely crushed CHI-CHI'S® tortilla chips

½ cup chopped fresh cilantro leaves

Fresh lime wedges and shredded cheddar cheese for garnish

Place pork and next six ingredients in multicooker. Dissolve granulated chicken bouillon in water. Add water mixture to cooker. Close and lock lid. Select the meat/stew setting. Cook until warm setting appears. Let stand 10 additional minutes. Release steam according to cooker directions. Remove lid and stir in tortilla chips and cilantro. Squeeze fresh lime juice over and top with cheese, if desired.

Nutritional information per serving:

Calories: 306, Protein: 19g, Carbohydrates: 9g, Fat: 22g, Cholesterol: 0mg, Sodium: 828mg





Thai Peanut TURKEY

prep time: under 15 minutes | total time: more than 1 hour | serves 6

4 garlic cloves, chopped
1 tablespoon fresh ginger, minced
1/4 cup SKIPPY® peanut butter
1/4 cup House Of Tsang® ginger-flavored soy sauce
1 (24-ounce) package Jennie-O® all natural* turkey breast tenderloin, cut into pieces

1/2 cup chopped fresh cilantro leaves
1 tablespoon grated lime rind
6 cups zucchini noodles, cooked

garnish: chopped, roasted peanuts and green onion, if desired

In slow cooker, whisk together garlic, ginger, peanut butter and soy sauce. Add turkey breast tenderloin pieces. Cover and cook on HIGH 1:45 hours or LOW 2:25 hours. Always cook turkey to well-done, 165°F as measured by a meat thermometer. Stir in cilantro and lime rind. Serve over zucchini noodles. Garnish with peanuts and green onion, if desired.

Nutritional information per serving: Calories: 200, Protein: 26g, Carbohydrates: 9g, Fat: 7g, Cholesterol: 50mg, Sodium: 800mg

*minimally processed, no artificial ingredients





THE LANGUAGE OF FOOD

For Anthropologist Tanya Rodriguez, Every Meal Tells a Story



By Ethan Watters

When Tanya Rodriguez introduces herself as an anthropologist for Hormel Foods, she's used to people misunderstanding what she does. Often they think she digs up artifacts like Indiana Jones (although he was an archaeologist). The confusion isn't that surprising. Professional anthropologists usually keep to college campuses when they aren't on trips studying far-off cultures. But once Rodriguez explains that her job is studying American food preferences, she almost always gets the same response. "People immediately begin to tell me about their

favorite restaurants or the family dishes that they cook," she said. "Everyone has a food history."

Originally from San Antonio, Texas, Rodriguez got her Ph.D. from the University of Wisconsin-Madison and has been following food trends for Hormel Foods for nearly a decade. While Rodriguez studies demographics and consumer data, she also spends a great deal of her time simply observing people as they shop and cook—and listening to their stories about food. With an omnivore's palate and an insatiable

curiosity, she's snacked on crickets and candied larvae. She's eaten meals with Hmong families, college students and cancer patients going through chemotherapy. She's been served dishes with endless combinations of ingredients she never could have imagined.

Making sense of all that information is no easy task. Food preferences and habits are difficult puzzles for many reasons, not the least of which is the fact that the American food landscape is changing at an accelerating pace.

"Diversity is increasing," said Rodriguez.

"It is a really interesting time to study food."

The grand mixing



Working-class food innovation

While high-end restaurants and famous celebrity chefs often get the most attention for being at the cutting edge of cuisine, Rodriguez believes that's not where the real action is. "People in lower socioeconomic strata are very innovative and savvy," she said. "I'm a passionate supporter of value consumers. They're some of the best cooks around." Oftentimes, she's watched consumers use convenience foods and precooked meats to put new spins on traditional dishes – saving themselves both time and money.

Lower-income populations, she noted, are where major food trends often begin. American traditions of barbeque and soul food were born of making delicious meals out of inexpensive meats and produce. Skirt steaks, to take another example, came to popularity when Hispanic chefs used them in fajita dishes. Rodriguez's observation that value consumers are often the most engaged and creative with food comes from both her anthropological research and her own experience.

One of three raised by a single mother, Rodriguez often found herself cooking on a tight budget for her siblings. "I grew up having very little and needing to make great dinners," she said.

What we eat says who we are

Rodriguez keeps careful track of what people eat and also how they eat it. Our increasingly busy lifestyles have seen a proliferation of snack foods and on-the-go meals. Not only are today's families not sitting down at a table for many meals, they rarely stop moving. In addition, they prefer food they can eat one-handed, the other hand holding the ubiquitous smartphone.

In her years of studying food habits and preferences, Rodriguez has come to deeply understand how our food history and choices shape our identity. When she talks about this, her gratitude for all the people who have invited her into their kitchens becomes clear.

"When you cook someone a favorite dish, you are introducing yourself," said Rodriguez. "I always make flautas and caldo for people when they come to my house. That's my first dinner that I make, and that's the entrée to tell them who I am as a person."

Food is a language we use to communicate affection and tell people about ourselves, with dialects and accents that vary from family to family and across regions and ethnicities. Despite those differences, however, what we communicate when we share a meal is universally understandable. It transcends class, nationality and politics.

"I think the crux of food is that it's our way of nurturing and showing affection," Rodriguez said. "Good food brings people together and helps you tell the story of who you are. That will never change or go out of style."







Brand manager
MegaMex Foods (Orange, Calif.)

HOW DID YOU BECOME A FOODIE?

The foodie seed was planted in me as a boy. Constantly curious, I enjoyed experimenting and learning in the kitchen with my dad. Much later, I realized my dad is a terrible cook! Nonetheless, it was a way to connect with him and the people I made food for. There is no other feeling quite like serving to the people you love something that you made with your hands and your creativity. I consider myself extremely fortunate to work in an industry where I can do this on a broad scale.

WHAT IS YOUR FAUORITE FOOD TO EAT OR COOK?

My current favorite food to cook (or attempt to cook) is Mexican. What the typical American knows about Mexican food only scratches the surface of this rich cuisine steeped in history and wonderfully delicious ingredients. I like experimenting with different kinds of dried chilies to create marinades, grilling sauces and toppings for different Mexican dishes. Four out of five of my attempts at making an authentic Mexican meal usually end in disaster. But that fifth one surprises even my wife, Nadia! I just remember, there's nothing a little avocado can't fix.

WHAT'S THE BIGGEST FOOD RISK YOU EVER TOOK?

I would hunt frogs in the lake I lived on as a young boy, then marinate the legs and grill them. Then I would ask my mom if she wanted to eat the "chicken wings" I just made.

WHAT IS YOUR FAUORITE FOOD TREND RIGHT NOW?

I'm really into functional foods right now. The thought that food can heal and not just satiate intrigues me. The idea that eating something like healthy and delicious wild salmon for the healthy fats that will boost your immunity and athletic performance is fascinating to me. I usually try to eat balanced and clean meals with a heavy dose of protein.

IF YOU COULD SPEND A DAY WITH A FAMOUS CHEF/FELLOW FOODIE, WHO WOULD IT BE?

There is a chef in San Diego – Christine Rivera – who runs a taco restaurant called Galaxy Taco. She marches to the beat of her own drum and uses the heritage corn from different parts of Mexico that exhibit different flavors and textures. I'd love to learn from her for a day.

IF YOU HAD TO PICK ONE DISH TO EAT FOR THE REST OF YOUR LIFE, WHAT WOULD IT BE?

Tacos – they're the cheeseburger of Mexico.



Foodservice area manager San Francisco (Calif.) Sales Office

HOW DID YOU BECOME A FOODIE?

I grew up in the foodservice industry, working as a cook, waiter and banquet server at a variety of restaurants. I love traveling and trying out local restaurants. Exploring new food experiences has always been a passion of mine.

WHAT IS YOUR FAUORITE FOOD TO EAT OR COOK?

Breakfast is always a favorite to cook. I like to think I make a pretty mean eggs Benedict.

WHAT'S THE BIGGEST FOOD RISK YOU EVER TOOK?

Lutefisk, no doubt in my mind.

WHAT IS YOUR FAVORITE FOOD TREND RIGHT NOW?

Grain bowls. I'm a big fan!

IF YOU COULD SPEND A DAY WITH A FAMOUS CHEF/FELLOW FOODIE, WHO WOULD IT BE?

Thomas Keller.

IF YOU HAD TO PICK ONE DISH TO EAT FOR THE REST OF YOUR LIFE, WHAT WOULD IT BE?

My family's goulash recipe.





Senior director of sales Justin's (Boulder, Colo.)

HOW DID YOU BECOME A FOODIE?

While I've always had an adventurous palate, it was travel — especially travel abroad — that expanded my culinary lens and sparked the interest. Specifically, it was during my final undergrad semester, which I spent in Spain, and the introduction to tapas (and wine!). Since then, I've been on a mission to learn and experiment from a culinary perspective.

WHAT IS YOUR FAVORITE FOOD TO EAT OR COOK?

I grew up outside of Houston, which has a heavy Creole influence. Consequently, my favorite thing to make and eat is seafood boil — particularly boiled crawfish — along with corn, potatoes, mushrooms, boudin and anything else you'd care to throw in there. The heat from the spice, counterbalanced with the pairing of an appropriate beer, is impossible to beat, in my humble opinion.

WHAT'S THE BIGGEST FOOD RISK YOU EVER TOOK?

I ate an Emperor Scorpion in Beijing, a decision I regretted immediately and to this day. To clarify, I ate smaller scorpions while there, which were fried, crunchy and quite tasty. The Emperor, however, remained largely intact from an entrails perspective, and I realized immediately after biting through the thick, hideous exoskeleton that the inside was even more unfortunate than the outside.

WHAT IS YOUR FAVORITE FOOD TREND RIGHT NOW?

I'm very excited about the allergy-friendly focus and evolution. As food allergies continue to grow exponentially year after year, there is now a fiscal opportunity within the industry to not just make safe foods available, but safe foods that taste as good — and sometimes better — than their equivalents. The creativity needed to recreate traditional food with nontraditional ingredients is not only interesting to observe, but as an allergy family, it's creating options for us to build out our menu at home and provide a variety to my son (Luke) and daughter (Katy) that have been otherwise nonexistent until now.

IF YOU COULD SPEND A DAY WITH A FAMOUS CHEF/FELLOW FOODIE, WHO WOULD IT BE?

Fabio Viviani. Classically trained Italian/Mediterranean chef, restaurateur, winemaker and my all-time favorite "Top Chef" contestant.

IF YOU HAD TO PICK ONE DISH TO EAT FOR THE REST OF YOUR LIFE, WHAT WOULD IT BE?

My wife, Sara, makes an amazing New Mexican-styled posole (aka pozole) that consists of hominy, shredded pork and fire-roasted Hatch green chile. One of my favorite dishes, one of the best comfort foods I've come across, and since Sara will likely end up reading this article, a wise selection by me.



Foodservice marketing director Corporate Office (Austin, Minn.)

HOW DID YOU BECOME A FOODIE?

Cooking has been a passion of mine for a long time. I started cooking at a very young age, pulling up a chair to the stove at the age of 4 to make eggs for breakfast. My mom was a 4-H leader, and I was always in the kitchen with her. My dad was active in the American Legion and helped with a food stand each year for the Southern Iowa Fox Hunters Association. I was there with him each morning at 3 a.m. to serve breakfast. I worked the 4-H stand at the county fair for years when I was growing up, and I also worked in a local restaurant in high school. I have been active with the St. Olaf Diner at the Mower County Fair in Austin, Minn., for the past 10 years, coordinating food purchases and making everything from homemade biscuits and gravy to a from-scratch pancake mix that makes the best blueberry pancakes you will ever taste.

WHAT IS YOUR FAVORITE FOOD TO EAT OR COOK?

I love to make soup during the cold winter months, but my specialty is a hand-breaded pork tenderloin that I have been making since I was a young kid at home. This masterpiece has become a popular menu item at the St. Olaf Diner during the Mower County Fair. It has been on the menu the past nine years.

WHAT'S THE BIGGEST FOOD RISK YOU EVER TOOK?

There is a fundraiser at the Hormel Historic Home called the Foodie Throwdown. My daughter and I decided to compete in 2013; participants included professionally trained chefs and other foodies. You cook and provide samples of your dish to 150 to 200 people. After three years of competing, we won best entrée in 2015 with coconut shrimp and a Cajun shrimp pasta dish. We competed again in 2018, and we won first place. And yes, one of the winning dishes featured my signature hand-breaded pork tenderloin!

WHAT IS YOUR FAVORITE FOOD TREND RIGHT NOW?

Braising. Searing protein and then cooking it slowly is very intriguing. I am perfecting a braised pork belly that melts in your mouth. Not the healthiest dish, perhaps, but hard to resist.

IF YOU COULD SPEND A DAY WITH A FAMOUS CHEF/FELLOW FOODIE, WHO WOULD IT BE?

I would love to spend a day with Guy Fieri. "Diners, Drive-Ins and Dives" is a great show. I love his passion for food.

IF YOU HAD TO PICK ONE DISH TO EAT FOR THE REST OF YOUR LIFE, WHAT WOULD IT BE?

Anything with bacon, although my doctor strongly discourages that!







Director, industrial sales Burke Marketing Corp. (Nevada, Iowa)

HOW DID YOU BECOME A FOODIE?

It goes back to my college days when I studied hotel and restaurant management at the University of Wisconsin-Stout. I spent a lot of time in kitchens and later operated restaurants for Walt Disney World. Today, I truly enjoy entertaining and cooking for friends.

WHAT IS YOUR FAUORITE FOOD TO EAT OR COOK?

Beefsteaks and fish. I like to try to new preparation methods and flavor/sauce combinations.

WHAT'S THE BIGGEST FOOD RISK YOU EVER

I wasn't very adventurous when I was younger. As I started to take risks, I realized there was more to life than meat and potatoes. Eel, snake, alligator and crickets are all things I have tried. If I can offer one piece of advice, it's try new things when you have the opportunity.

WHAT IS YOUR FAUORITE FOOD TREND RIGHT нош?

Street foods/food trucks, charcuterie, roasted cauliflower. Things change quickly in the food world. Travel offers the great opportunity to try new things and explore different food cultures. It's easy to use social media to explore and find unique offerings in areas that are unfamiliar. However, don't overlook the opportunity to be spontaneous. Try the "hole in the wall" that can create awesome experiences.

IF YOU COULD SPEND A DAY WITH A FAMOUS CHEF/FELLOW FOODIE, WHO WOULD IT BE?

Hormel Foods Chef Tony Finnestad. He is the man!

IF YOU HAD TO PICK ONE DISH TO EAT FOR THE REST OF YOUR LIFE, WHAT WOULD IT BE?

Well-seasoned steak cooked perfectly to medium-rare. Simple and comforting.



Corporate recruiter
Corporate Office (Austin, Minn.)

HOW DID YOU BECOME A FOODIE?

I grew up in Austin, Minn., so I think having a food company in my backyard contributed to my interest in food. My mom would sign me up for community education classes when I was a kid, and I always wanted to do the cooking classes. They would have us handwrite all the recipes, and we'd get to take home a recipe book at the end of the class.

WHAT IS YOUR FAVORITE FOOD TO EAT OR COOK?

I have a love for desserts, so it's definitely ice cream! My grandad had his own ice cream recipe that I grew up helping him make. We had an old-fashioned ice cream machine, and we would sit outside with it while it churned. Luckily, by the time I started helping, we had an electric ice cream maker, but they used to crank it by hand. As I got older, I enjoyed experimenting with different flavors. We even made a stout-flavored ice cream at one point.

WHAT'S THE BIGGEST FOOD RISK YOU EUER TOOK?

I didn't do it knowingly, but last summer at an intern event hosted by the marketing teams, I ate a cookie that had cricket flour in it. That's probably the strangest thing I've eaten.

WHAT IS YOUR FAVORITE FOOD TREND RIGHT NOW?

As a millennial, I have to admit, I love how easy it is to be connected to food trends around the world through Instagram and other social media apps. I can see what my friends are doing on the other side of the country, and what new foods they're trying and making. It keeps me in the loop in smalltown Minnesota.

IF YOU COULD SPEND A DAY WITH A FAMOUS CHEF/FELLOW FOODIE, WHO WOULD IT BE?

Well, she's not a chef, but Oprah's garden is amazing. I'd love to spend a day with her, making food with fresh ingredients from her garden.

IF YOU HAD TO PICK ONE DISH TO EAT FOR THE REST OF YOUR LIFE, WHAT WOULD IT BE?

Pizza. There are so many varieties, it would be hard to get bored. And I just really love pizza.

healthy show healt

CLEAR, CLEAN & REFRESHING

EASY PROTEIN WITHOUT ALL THE CALORIES

12-24g protein
10 amino acids
Vitamins A,C,D,&E
100 calories
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Our **HEALTHY SHOT® Protein Supplement Beverages** are fruitflavored, clear and refreshing. They're a great option for those who need extra protein in a manageable size, without all the extra calories.



COOKING IN THE GREAT OUTDOORS

Everything you need to know to cook like a pro while you're roughing it

By Nevin Martell

No doubt about it, this was a next-level burger. The Instagram-worthy beauty boasted a char-crossed Wagyu beef patty dressed up with truffle aioli, homemade pickled onions and the requisite slice of American cheese drooping down its sides. An ear of butter-drenched corn speckled with sea salt sat on the plate next to it, along with verdant cucumber salad. To help it all go down easily, there was a chilly can of local craft beer.

The setting for this feast wasn't a backyard, it was the backwoods. Though I was miles away from my home, with its modern kitch-

en boasting a multitude of appliances, I had whipped up a lavish spread in less than half an hour. The next morning, I would wake up with a lumberjack's breakfast of pancakes, bacon, eggs, hash browns and muffins.

Just because you're going camping doesn't mean you have to settle for substandard fare. Quite the opposite; these primal getaways are the perfect time to indulge. With some careful planning and the right equipment, you can be the Julia Child of the wild or the Bobby Flay of the frontier.

SAVE A STEP WITH PREP

Do everything possible in advance to minimize the time you spend cooking and maximize your enjoyment of the great outdoors. Combine the dry ingredients for pancakes. Customize snack mixes with nuts, dried fruits and chocolates. Marinate your meats. Prepare dressings and dips. Chop up heartier vegetables like onions and green peppers. Make a couple of yummy sides or salads. And prepare batches of cocktails so you can raise a toast to your trip and your traveling companions.

PACK PROPERLY

Organization is the key to successful, less-stressful camping experiences. Before you hit the road, make a checklist of the meals you'll be making, and then go through the ingredients and equipment you'll require to execute them all. A couple of clear plastic bins or milk crates are helpful for transporting all your kitchen gear and tableware. A sturdy, spacious cooler is a must-have item, preferably one with a drain so you can get rid of the water as the ice melts. All foods stored in it should be packed inside individual bags to ensure they don't get waterlogged.

BIG FLAVOR BOOSTERS

Certain seasonings, spices and condiments can take a dish from good to great. Since they don't take up a lot of space, it's worth bringing them along. A dash of truffle salt goes a long way on scrambled eggs. Real maple syrup is worth the splurge for your pancakes (or your morning coffee). Sriracha sauce amps up burritos and

burgers. Japanese furikake (an umami-rich blend of seaweed, sesame seeds, salt, sugar and dried fish flakes) transforms plain rice or an unassuming potato salad into a crave-worthy side. And Korean gochujang adds depth and a hit of heat to barbeque sauces and marinades.

ALWAYS HAVE A PLAN B

Not everything will go as intended. A rainstorm might put the kibosh on cooking over the campfire. High winds could turn roasting marshmallows into an untenable exercise in ember dodging. Or you might spend so much time on a hike that you're too tired to make dinner when you return to your tent. Have a couple of quick-to-assemble meals ready, such as sandwich makings, canned soups like Dinty Moore® stew and Hormel® side dishes. Quick snacks like Wholly Guacamole® minis, SKIPPY® P.B. bites and Hormel® pepperoni sticks are great to grab in a hurry. And when it comes to dessert, packaged sweet treats like Justin's® peanut butter cups keep younger campers satisfied if they can't get their s'mores fix. (Pro tip to take it to the next level: Put a peanut butter cup on your s'more instead of a piece of chocolate!)

FIRE IS YOUR FRIEND

Most campsites feature a fire pit, oftentimes equipped with a grill. Take advantage of it. With very little equipment or experience, backwoods cooks can harness the flames for a myriad of recipes. Wrap vegetables in aluminum foil and roast them on the embers. Brew a pot of cowboy coffee. Use a cast-iron pan to fry eggs and bacon (or just put the bacon on skewers right over the flames). Soak unshucked ears of corn in water for 30 minutes or longer, then lay them on the grill to steam them. If you have a Dutch oven or cast-iron skillet with a lid, you can bake by setting it on the embers and piling more coal on top of it to create an oven-like atmosphere. No matter what recipe you tackle, this versatile heat source imparts a subtle, satisfying smokiness.

MINIMIZE THE MESS

One of your goals should be to generate as little trash as possible. This will make your cleanup easier and lessen your environmental impact. Buy durable metal or plastic tableware rather than opting for disposables. Bring along cloth kitchen towels and napkins instead of churning through paper products. Use untreated paper and cardboard as fire starters. Finally, set aside a trash bag for recyclables so you can properly dispose of them once you're back to civilization.

HAVE FUN!

Don't sweat the small stuff. If your burger gets a little more charred than you like, or your kid accidentally dumps the bag of marshmallows on the ground, just let it go. You're going camping to escape your daily routines. Embrace nature and spend some time with those you love. And be sure to eat some food you'll be talking about long after you've gone home.





COWBOY COFFEE POT

In the absence of a gas stove, these dapper enamelware kettles can be placed directly over the fire to brew a batch of extra-strength java.



COLLAPSIBLE TUBS

Buy a pair, fill one with soapy water and the other with clean water, and you have a simple sink that will make cleanup a breeze.



CHEF'S KNIVES

A good one is like a workhorse, perfect for cutting vegetables, finely chopping herbs and slicing meats.



DUTCH OVEN

A plain cast-iron model works best, since it can be buried in the coals for baking or hung over the flames to make stews, soups and chili.



CUTTING BOARD

A sturdy wood one is ideal - though plastic works as well - for providing a dependable and sanitary surface for prep work.



Sure, you could simply skewer your marshmallows on a stick, but these two-pronged metal rods are much stronger and more sanitary.



Makes 8 servings Prep time: 15 minutes Total time: 30 minutes

2 (7.5-ounce) cans refrigerated biscuit dough Canola oil for frying

6 tablespoons sour cream

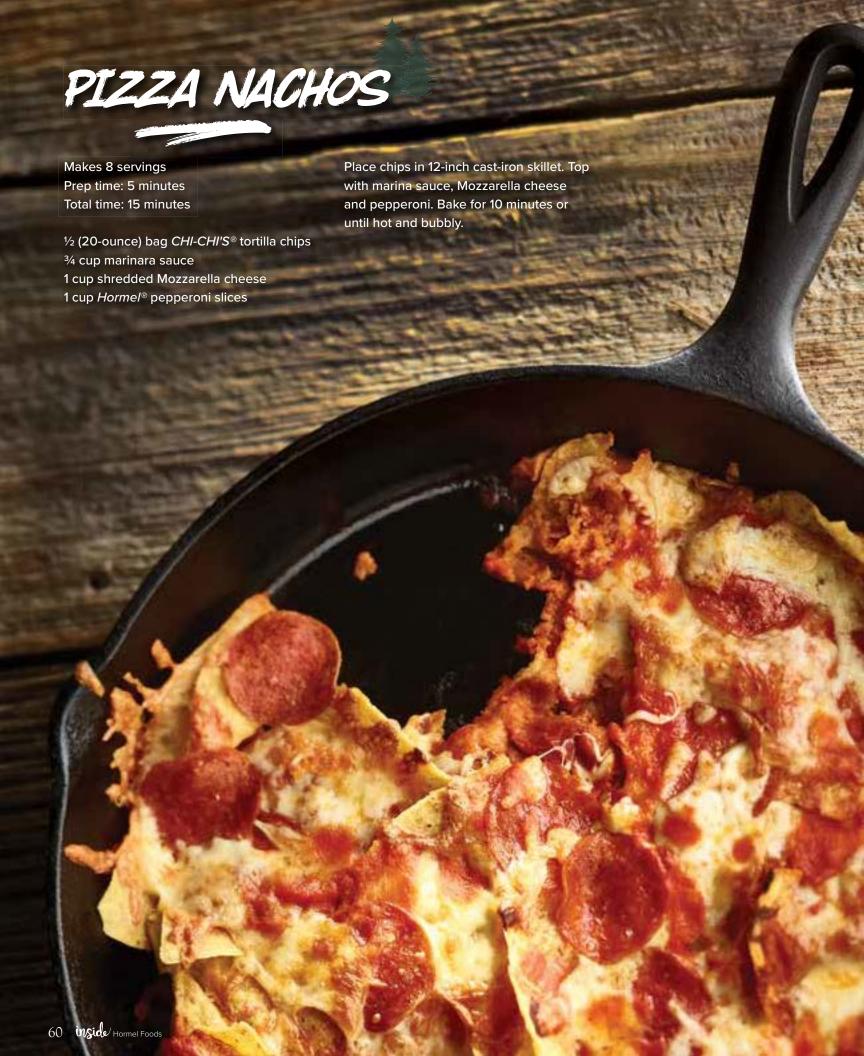
2 tablespoons maple syrup

2 cups powdered sugar

1/8 teaspoon kosher salt

1 cup chopped cooked *Hormel® Black Label®* bacon

Separate biscuits. Using a 1/8-inch biscuit cutter, cut small hole in center of each biscuit. Pour oil to depth of 1 inch in large skillet with high sides or Dutch oven. Heat oil to 325°F. Fry biscuits in batches, 1 to 2 minutes on each side or until golden and cooked through. Remove with slotted spoon to a paper-towel-lined plate or rack. In medium bowl, whisk together sour cream and maple syrup. Gradually add powdered sugar, whisking until smooth; add salt. Dip donuts in glaze and place glaze side up. Sprinkle with bacon.





CHIPOTLE LIME SHRIMP SCAMPI FOIL PACKS



Makes 4 servings Prep time: 10 minutes Total time: 30 minutes

2 pounds large shrimp, deveined and peeled

2 tablespoons minced Embasa® chipotle peppers in adobo sauce

4 garlic cloves, minced

1 teaspoon kosher salt

2 teaspoons grated lime rind

½ cup chopped fresh cilantro leaves

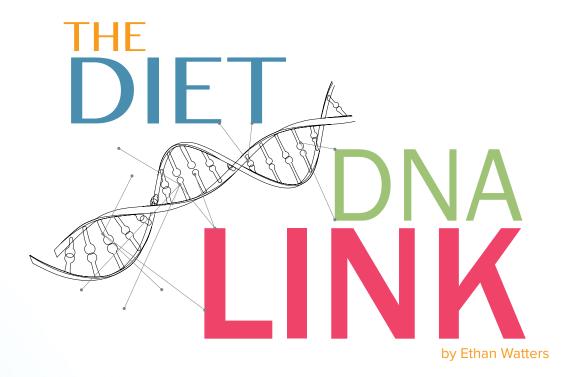
½ cup butter

Cooked buttered egg noodles

Heat oven to 400°F. In large bowl, stir together shrimp, chipotle peppers and next 4 ingredients. Divide shrimp mixture evenly among 4 (12x12-inch) foil sheets. Top each with 2 tablespoons butter. Fold sides up and seal. Bake for 20 minutes. Carefully open foil packs and pour shrimp mixture over hot buttered egg noodles.







Is your perfect diet plan encoded in your DNA? Let's take a look into the world of nutrigenomics.

f you keep track of how you react to what you eat, you may have noticed that your body doesn't respond the same way as everyone else's. If you have trouble processing lactose (like a quarter of Americans), or if you have a food allergy, you know this all too well. But you may have noticed subtler differences, too. Eating a slice of office birthday cake after lunch might give your co-worker a boost of energy, while doing the same makes you want to crawl under your desk for a nap. Or perhaps your friend can drink a cup of coffee after dinner and still get a good night's sleep, while the same cup of coffee would keep you up until dawn. And why is it that your spouse can maintain weight over time, while you are putting on pounds every year, even though you are consuming a similar diet?

Recently, geneticists and nutritionists have been making real progress in understanding individual differences in digestion and metabolism. This research may fundamentally change the long and contentious debate about the optimum diet for humans. Since the 1970s, a never-ending stream of popular diets has made it hard to keep track. Should

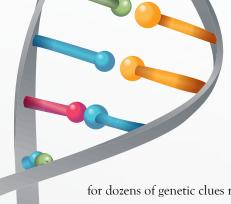
you eat like a caveman? An Okinawan? A Mediterranean? Are the best diets plant-based, protein-heavy or loaded with complex carbs?

Even those supposedly scientifically based governmental guidelines have undergone radical changes. In the '80s, cholesterol was to be completely avoided. By the middle 1990s, the recommendation was for 300 milligrams per day. Sugar, not mentioned in the first 20 years of dietary guidelines, is now a hot topic — 12 teaspoons a day is the current recommended limit.

The latest trend in dietary advice may throw out the idea of one-size-fits-all diets altogether. Dozens of new companies — many based in the tech startup hub of Silicon Valley — are offering to test your DNA to gain insights into how your body processes different types of food. The era of nutrigenomics and the personalized diet has dawned.

Nutrigenomics, as the coinage implies, combines diet advice with what can be learned about your body through genetic analysis.

Using a simple cheek swab or sometimes a drop or two of blood, you send samples of DNA to these companies, which analyze them



for dozens of genetic clues related to how your body processes what you eat and drink.

For example, your body may have a common mutation that supercharges your ability to metabolize certain vitamins like vitamin B-12, meaning that you might need more of them to maintain health. By examining a gene called CYP1A2, you can find out if you are the type to process caffeine slowly or quickly. This information might have more impact than just getting a good night's sleep. Those who process caffeine slowly are believed to be more at risk for hypertension and heart attacks if they drink multiple cups of coffee each day.

Nutrigenomics,

as the coinage

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learned about

implies, combines

your body through

genetic analysis.

While disease avoidance is important, the ultimate promise of nutrigenomics is to create diets that make people feel good and lead to the bodies of their dreams. If you are among the millions of people who have tried and failed at a diet, the idea that these DNA insights might help you may be appealing.

It's important to stress, as many experts do, that these are still early days for the science. Currently, these companies test several dozen genes, but given that there are upward of 10 million gene variants in the human genome, it's hard to know if they are looking in the right places. In the coming years, scientists will certainly find other important variants that will prove critical in creating optimal diets. As of right now, the claim that these tests create truly individualized results is a bit of a stretch. There is also the fact that the tests come at a cost, usually in the neighborhood of \$200.

But there are some positive signs. One is that those who have received their DNA

results tend to be considerably more dedicated to sticking to a new regimen. That may be due to the convincing nature of having scientific DNA results or simply the commitment of having spent 200 bucks in the process.

Recently, researchers in Canada conducted the first randomized, controlled trial to see if DNA information had more impact than standard nutritional advice. "We found that people who receive DNA-based advice improve their diet to a greater extent than those who receive the standard dietary advice," said Ahmed El-Sohemy, an

associate professor in nutritional sciences at the University of Toronto.

One of the most compelling nutrigenomic studies, which took place in 2014, looked into subjects' DNA to understand how their bodies processed food and to gather insights about their taste preferences. Research-

ers at an institute in Italy began by identifying genes and pathways that shape our taste perceptions. They eventually identified 17 genes specifically related to our liking or not liking certain foods.

Researchers then enlisted 200 obese individuals who wanted to lose weight. They put 100 of them on a standard, one-size-fits-all diet that reduced their calories under the standard nutritional needs per day by about 600. Members of the test group received individual diet plans that took into account how their bodies processed food. So, if a subject had the gene variant that made it more difficult to digest lipids, he or she got a low-lipid diet. But that wasn't all; subjects' diets were tweaked to match their taste

preferences. The results were remarkable.

"We found that people in the group given the gene-based diet lost 33 percent more weight than the controls over two years," said Dr. Nichola Pirastu, one of the lead researchers. The result makes intuitive sense: If you start a diet that matches your metabolism and contains the flavors you like and avoids the ones you hate, you will be more likely to stick with it.

More recent studies suggest the use of DNA-based diets don't always work. A recent \$8 million study involving over 600 participants looked to see if weight loss was more attainable when people were matched with their genetic abilities to process fats or carbohydrates. Researchers were disappointed to find that weight loss was not any easier for those matched with their DNA diets than those who were mismatched.

Despite the setbacks, the future of nutrigenomics seems promising. New research centers, conferences and journals focusing on the topic are popping up with increasing frequency. What is remarkable — not to mention a little unnerving — is how fast this research is being translated into direct-to-consumer tests. And food is just the beginning. Already there are new DNA tests that purport to tell you what kind of exercise ideally suits you. Do you have the genetic makeup that suggests high-intensity cardio workouts will give you the best results? Are you predisposed to injury?

The risk here is that these new nutrigenomic companies get ahead of the science, overpromise and lose trust with a public that is already rightly skeptical about diet fads. For the moment, some skepticism is warranted, but the long-term potential of nutrigenomics holds great promise. There is much yet to learn.



CURRENT DIRECT-TO-CONSUMER DNA TESTS FOR DIET LOOK AT A HANDFUL OF GENES. HERE ARE SOME OF THEM.

1

PPARG



Involved in regulating glucose in your body and how you metabolize fatty acids

2

ADRB2 and UCP1



Both determine how efficiently you turn fat into energy

3

APOA5



Regulates the fats in your blood

4

UCP2 and UCP3



Critical to healthy weight maintenance

E

TAS1R2



Often called the sweet-tooth gene, this is suspected to account for individual differences in sugar consumption

6

MC4R



This one is referred to as the appetite gene and can help determine whether your body signals you to stop eating when you're full or not

7

ADBR3



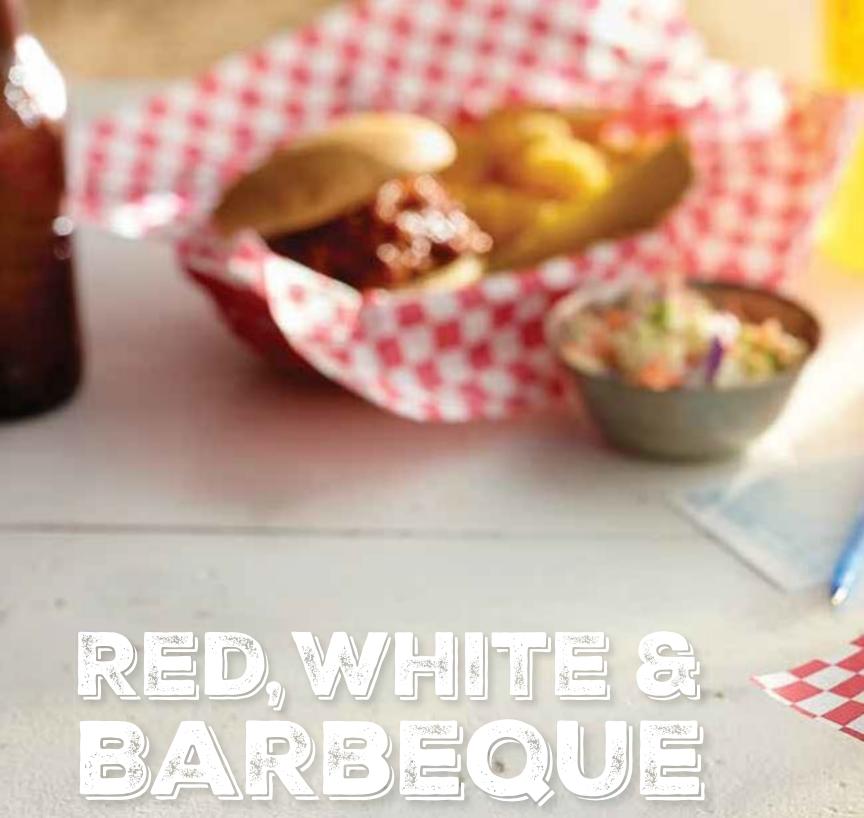
Involved in the regulation of lipolysis, which influences metabolism

8

TNF-A



Connected to the development of obesity and obesity-related insulin resistance



A BRIEF HISTORY OF GREAT AMERICAN TRADITION

By Nevin Martell



arbeque engages all the senses. The rich aroma of low-and-slow cooked meat and the blaze's haze precedes its presence, as does the creak of the smoker's door swinging open and the crackle of the fire. Eyes widen as the pitmaster fills a white paper plate with a mound of pulled pork, fat-lined brisket slices, plump sausage links, char-dotted chicken and curving ribs. Feel the rub and the beautifully burnt ends as you lift up a morsel, and then relish the flavor — savory, smoky, sweet and bursting with umami richness.

It's the taste of America, a homegrown culinary tradition that inspires fierce tribalism with a history that stretches back hundreds of years. "Barbeque is a living, breathing, changing organism," said Jonathan Deutsch, co-author of "Barbecue: A Global History" and professor at the Center for Food and Hospitality Management at Drexel University. "It's like golf — it couldn't be simpler, and yet people spend countless dollars and hours trying to refine it. For barbeque, all you need is fire, meat and some distance between the two to control the heat. But, there are a thousand other factors — salt, spices, sauces, whether you're leaving the meat open or wrapping it in foil, the type of wood you use, the type of cooker, what the weather is like, what kind of meat you use, what cut and more."

The roots of barbeque can be traced back to America's native people, who would dry or smoke meats on a raised grid of sticks over an open fire. Settlers were smitten with the stripped-down cooking style that produced outsized flavors. By the 17th century, colonials of many nationalities were employing the technique. However, it really took off in the 19th century when large-scale public barbeques began gaining popularity. "They were an outdoor social institution," said food writer and culinary historian Robert Moss, author of "Barbecue: The History of an American Institution," who noted they were held to celebrate the Fourth of July, political rallies, church events and the return of troops from war.

There was no refrigeration, and animals weren't butchered into cuts, so pitmasters would simply set up makeshift kitchens in the shade and barbeque whole beasts. They basted the meat with simple sauces made with vinegar, fat (either lard or butter) and salt, then chopped it up when it was cooked, and served it with pickles and plain white bread. Some of these pop-ups evolved into informal barbeque stands and shacks, which later became the full-fledged brick-and-mortar businesses that began opening in the late 19th and early 20th centuries.





This is when barbeque started turning into a regional pursuit. "Owners buy whatever the cheapest meat is in the area," said Tim Miller, author of "Barbecue: A History" and an associate professor of history at Labette Community College. "So you end up with a lot of pork in the Carolinas, mutton is popular in Kentucky and Texas has a lot of beef," he said.

To further localize their flavors, pitmasters begin utilizing different barbeque set-ups — open pit, closed pit and offset smokers — burning a variety of woods and developing complementary sauces. The craft became a familial pursuit, so they passed their secrets down from generation to generation. Thanks to this tireless honing of techniques and recipes, barbeque entered a golden age that spanned the 1930s through the 1950s. "It was the first fast food," said Moss, who pointed out that many Americans were first introduced to barbeque when they took car trips through the South and stopped at roadside barbeque shacks for a meal.

Sadly, the tradition went into decline in the following two decades due to waning interest — both from diners who became infatuated with burgeoning chains, and children of barbeque owners who didn't want to follow in their parents' footsteps.

However, barbeque didn't die out. The tradition smoldered until near the end of the 20th century, when barbeque competitions started a revival that eventually brought it back into the mainstream. Diners rediscovered barbeque at these live events,

on food television and through social media. Today, the national restaurant scene is home to a number of time-honored barbeque joints carrying on the tradition — throughout the South — from Gates Bar-B-Q and Arthur Bryant's in Kansas City to Kreuz Market in Lockhart, Texas, and Franklin Barbecue in Austin, Texas, — alongside newer concepts farther to the north, such as Blue Smoke in New York City, Federalist Pig in Washington, D.C., and Lem's BBQ House in Chicago.

Barbeque is much more of a diffuse proposition as some joints offer a country-spanning menu of options or dishes that play up other influences from farther afield. "Restaurants are always trying to be edgy and satisfy guests," explained Deutsch. That's why diners might find Peruvian, Korean or Jamaican accents applied to the meat or sides.

The love of barbeque extends to the grocery store, where Lloyd's Barbeque Company has been commanding a legion of followers for 40 years. Products like *Lloyd's®* seasoned and shredded chicken in original sauce and *Lloyd's®* seasoned and smoked St. Louis style spareribs in original sauce allow diners to indulge their love of barbeque year-round without spending hours at the backyard smoker.

No matter how barbeque aficionados choose to include in their passion, they have plenty of choices. Each offers a chance to celebrate one of America's greatest culinary traditions.

FEELING SAUCY

A GUIDE TO REGIONAL BARBEQUE SAUCES

NORTH CAROLINA

Vinegar is the backbone of this runny, assertive sauce, which is the perfect counterpoint to pulled pork.

ALABAMA

Made with mayonnaise, cider vinegar and plenty of black pepper, this white sauce is best applied to smoked chicken.

ST. LOUIS, MO.

A sibling to Kansas City's sauce, this tomato-based condiment is runnier with a bolder vinegar edge.

SOUTH CAROLINA

To offset the richness of pork, mustard takes the lead, though its sharpness is balanced with a sweetener, such as molasses or honey.

TEXAS

Though it has a thin consistency, this beef-basting sauce is packed full of flavor, which often comes courtesy of chili powder, cumin or pepper.

KANSAS CITY, MO.

Ketchup and molasses lend sweetness and substance to this iconic sauce, while liquid smoke gives diners the impression that it, too, was forged in the smoker.



We've been making great barbeque for 40 years. Putting in the time, so you save time. Our saucy smothered barbeque is hands down the most attractive thing your taste buds have ever kissed. This cuisine ain't lean, it's mean and it's what your family actually wants to eat. Find some near you at LloydsBBQ.com.





Smokin' since the 70's







To wit: The Nebraska facility, a Hormel Foods customer, counts a pho station (a Vietnamese noodle dish) among its amenities. And yes, some hospitals are even capturing outside traffic, Asleson said.

As curious as it may sound, it's all part of a trend that's bringing hyped-up creature comforts to the health care sector. Airports figured it out years ago, abandoning ho-hum restaurants for big-time national brands and concepts with regional flare. In much the same way, the health care industry is recognizing that consumers have choices, and smart organizations are working hard at becoming the chosen ones.

"The new normal is exponentially more intensively competitive with unprecedented pressure on health care foodservice operators to be at the top of their games," wrote Donna Boss, an editor at Foodservice Equipment and Supplies.

That spells good news for Hormel Foods, which is hardly a newcomer to the industry.

Indeed, it has long counted hospitals, assisted-living residences, long-term care facilities and related businesses among its foodservice customers. Nevertheless, the company amped up its attention to health care several years ago, a strategic move that was in part based on economics.

"When the [foodservice] market compressed around 2008, the hotel and restaurant business deflated," said Annemarie Vaupel, who oversees innovation for the company's Foodservice division. "Health care, which includes senior living, became an area of focus for us."

Health care eventually became a segment unto itself within the Foodservice division under the large and successful Refrigerated Foods umbrella of Hormel Foods. In 2013, Vaupel was tapped to head it up.

"Since we employed that strategy, we've grown our health care business by 2 to 3 million pounds a year," she said. "And we're just scratching the surface."



The immense potential is no doubt anchored in the rapidly growing United States senior population that's been widely reported, including on Census.gov, the U.S. Census Bureau's website.

"Between 2012 and 2050, the United States will experience considerable growth in its older population," wrote Jennifer Ortman, Victoria Velkoff and Howard Hogan in "An Aging Nation: The Older Population in the United States."

"In 2050, the population aged 65 and over is projected to be 83.7 million, almost double its estimated population of 43.1 million in 2012. The baby boomers are largely responsible for this increase in the older population, as they began turning 65 in 2011," the authors wrote.

At the risk of oversimplification, the generation known as baby boomers — the first of whom are in their early 70s — will be wanting or needing more health services and different living arrangements as time goes on.

As for housing, "There are still traditional options, but there are also very high-end

properties that offer amenities such as golf courses, sushi bars and cafes," Vaupel said. Think of an all-inclusive resort for seniors.

Needless to say, not all seniors are wealthy by any stretch of the imagination. But as a demographic, there is — and will be — more buying power there than ever before, according to Dan Voorhis, a writer for the Wichita Eagle.

Backing up Vaupel and lending credence to Voorhis' claim, Asleson commented that even as the health care sector at Hormel Foods is outpacing its other foodservice business, housing is a standout. "The subsegment of senior living is experiencing an even faster growth rate and outlook as baby boomers come of age," he said. "We expect it to grow 6 to 7 percent a year," Vaupel added.

The decision of Hormel Foods to hone in on health care has been nothing, if not fortuitous. Still, any company can find itself in the right place at the right time. Knowing how to handle such serendipity is one of the things that sets Hormel Foods apart.

"The way our strategy differs is that we innovate against what our customers need,"







Asleson said. "Understanding our customers' operational challenges and meeting them makes us successful."

To that end, Vaupel's board position with the Association for Healthcare Foodservice "gives the company tremendous understanding of the nutritional needs, food-cost parameters and other key factors," she said. "It gives us incredible intelligence that we can use to develop products that work in that segment."

In some cases, it's relatively simple, as was the case several years ago when Hormel Foods learned that the 4-ounce chicken breast offered in its successful line

"The way our strategy

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of Hormel® Fire Braised™ meats was simply too much for the appetites of seniors and hospital patients. Using the palm of her hand to indicate the size of the new product, Vaupel said, "Our customers asked us if we could do a 3-ounce portion, so we did. It helps them with cost and food waste, too."

It also demonstrates that Hormel Foods is listening and caring about the challenges the industry is facing. At times, that leads to products that are nothing short of revolutionary.

One need not look beyond *Hormel*® Bacon 1[™] perfectly cooked bacon, a line of fully cooked bacon that looks, tastes and performs like a bacon cooked from raw. Hormel Foods introduced the product in 2013 to rave reviews. "We've maxed out two production lines already," Vaupel said. "We can't make it fast enough."

In addition to the taste and texture, the product is a boon to the health care industry in other ways. For example, it saves time, reduces labor and practically eliminates the grease that is a byproduct of cooking bacon from scratch.

That brand of creativity and innovation is no doubt among the reasons industry foodservice directors are increasingly looking to Hormel Foods as a partner that wants to understand what they're facing — and will be facing — and help them figure out new and better ways of doing things. That sharing of information happens on a day-to-day basis through relationships that are forged over time, and more formally, through In Front of the Future, a three-day summit that takes place annually in Austin, Minn.

The summit is a joint venture between Hor-

mel Foods and FoodService Director magazine. Each year, 12 first-time participants are treated to valuable networking and discussion, a tour of one of the production facilities of Hormel Foods, a visit to The Hormel Institute and a presentation on emotional intelligence by a staff member of Harvard University.

This year's edition of In Front of the Future brought customers together from health care and higher education, as both areas are now under Greg Hetfield, national sales manager for Hormel Foods and a long-time member of the Foodservice division. It makes sense, Vaupel said. "Very often, they are connected and have a similar mission," she offered, referring to universities affiliated with large teaching hospitals, for example.

Asleson agreed. "We have a dedicated team of 120-plus sales people to call on health care, colleges and universities. They understand the setting, and that it's different from commercial foodservice," he said.

"We speak their language. We take time to understand. We take time to sit down and talk with them."





FULL CIRCLE

by Mary Burich

PARTNERSHIP WITH TOP CULINARY SCHOOL KEEPS INNOVATION ALIVE

avid Kamen was on a tour of Manhattan's Per Se restaurant several years ago when something unexpected happened. Thomas Keller, its famous chef-owner, walked in the room.

"He stopped and was like, 'Hey, how are you doing?""

Kamen related the story to demonstrate that the Culinary Enrichment Innovation Program (CEIP) he leads is no ordinary initiative. Chefs who are selected for CEIP get to "do things they've never done before."

"These are not opportunities the average person gets," he said. "It's a one-of-a-kind program."

CEIP - the brainchild of Hormel Foods and the consulting arm of the highly regarded Culinary Institute of America (CIA) - began nearly a decade ago.

"Hormel Foods wanted to demonstrate our commitment to the foodservice industry," said Annemarie Vaupel, the innovation team leader for the Foodservice division of Hormel Foods. CEIP is a place for chefs already skilled in their craft to come together to advance their learning, share ideas and work on common problems, she said.

CEIP is advertised in trade journals and online, and Hormel Foods sales professionals often inform their customers about the opportunity, Vaupel said. However, the company doesn't manage or influence the selection process.

Vaupel is happy to entrust that task to the CIA and even more so, to work closely with Kamen to "develop content and keep it as relevant as possible." Labor shortages, health and wellness, and workplace stress are examples of recently added topics.

During the 18-month program, approximately 15 chefs work virtually and convene three times, once at each of the CIA's American campuses: Napa Valley, Calif.; San Antonio, Texas; and Hyde Park, N.Y. While each session has bragging rights, the New York meeting boasts the leadership module, complete with a field trip to some of New York City's most sought-after restaurants: Per Se, Daniel and Red Rooster, for example.

All Hormel Foods asks in return is that CEIP graduates participate in the company's Circle of Innovation. With approximately 30 active members, the circle is a place for Hormel Foods to get feedback and insight on potential products. Sometimes new items are tested in the kitchens of Circle of Innovation chefs, Vaupel said.

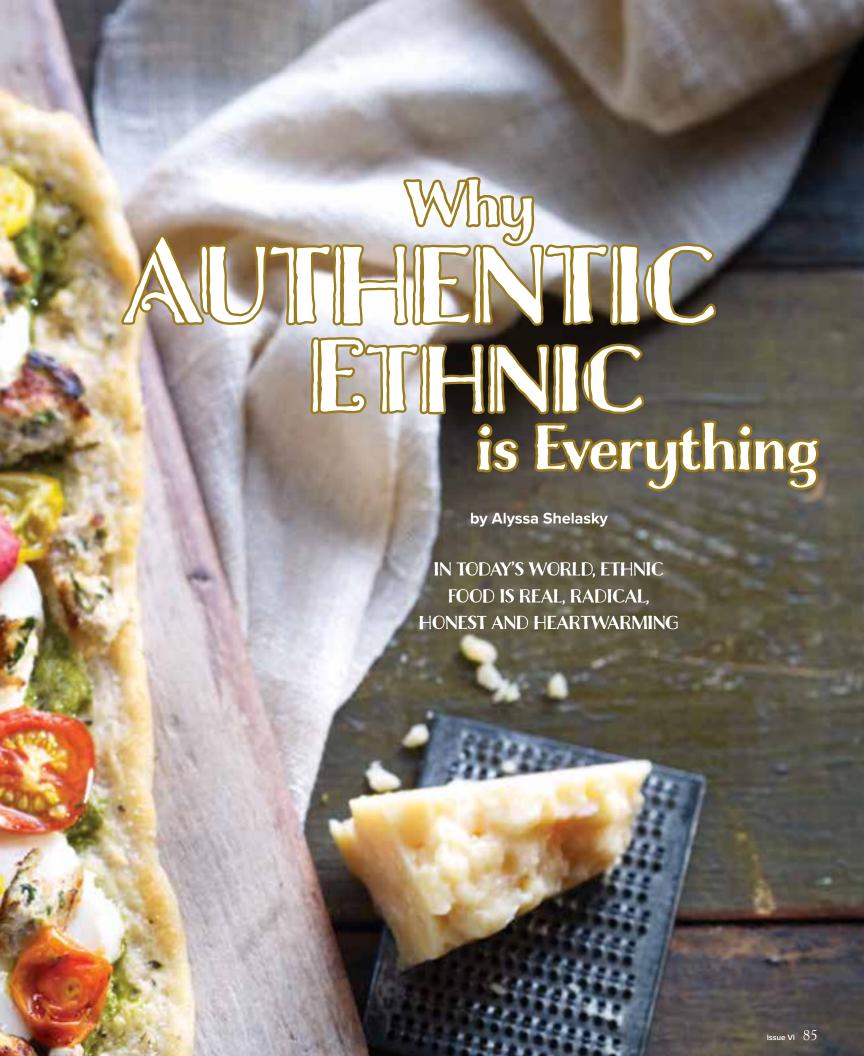
Ron DeSantis, one of America's few certified master chefs, helped author CEIP when he was part of the CIA's consulting practice. It was the springboard to his long-standing relationship with Hormel Foods, and to this day, it remains near the top of what must surely be a long list of proud accomplishments.

"It was one of the most exciting things I've ever worked on," he said.

The bloom isn't off the rose by any stretch of the imagination.

"One of the best parts [of the program] is that chefs from all parts of the industry come together as peers and share their stories. It's great to learn what's the same and what's different," Kamen said.







F FOOD is the ultimate unifier, it's a wonderful and positive thing that the popularity of ethnic cuisine — and please, we don't mean pizza or quesadillas, or sweet and sour chicken — is on the rapid rise.

Ideally, that means as a culture, we are more and more open-minded and accepting of the things we are perhaps unfamiliar with. As the saying goes, we are afraid of what we don't know. With food as the starting point, maybe this indicates that society is less afraid and more embracing of human diversity, individuality and uniqueness.

And if all of that is a little too philosophical, here are two words for you: banh mi. And others: Arepas. Tom yum soup. Kimchi fried rice. Lamb tagine. These are all very, very, very good things. Go with them.

If you're curious about the origin of "ethnic food" in America, you're going to need a Ph.D. in history to understand where it came from. In a nutshell, the term entered our vernacular mostly in the 1950s as a way of explaining a new kind of taste, flavor and way of eating. Essentially, food that wasn't traditionally associated with mainstream America was — and still is — called ethnic.

"For many years, what we Americans knew as ethnic was Mexican, Italian and Chinese, albeit most of it not authentic at all," said Tony Finnestad, Foodservice business development chef for Hormel Foods. "But recently, in a restaurant foodservice magazine, they listed the 50 fastest growing fast-casual concepts. Six of the top 50 were either Middle Eastern or Mediterranean. Ten years

ago you'd be hard-pressed to see either of those ethnic cuisines represented anywhere in the top 50."

On that note, Finnestad believes foodservice providers need to keep it real. "Authentic isn't only wanted, it's expected and demanded. American consumers are so much more intelligent about food now than they were 10 years ago. They can see right through a concept that isn't authentic."

While there's a high bar for chefs serving up authentic ethnic cuisine, the search for the real deal is nothing but fun for diners today. It's rather common to hear about friends hunting down some obscure Taiwanese place that serves up lu rou fan (braised pork with rice) exactly like they had in the motherland, or a Greek joint with dolmades just like the ones they had last summer. Finding that hole-in-the-wall place with the best Cambodian nom banh chok is a full-day event, and undoubtedly a bragworthy blast. Locating your city's most insane Filipino fare is a foodie badge of honor.

The pursuit of culinary sophistication is fun, delicious and once again, ideally a sign of open-mindedness and acceptance. Hormel Foods is as enthusiastic about this thriving culinary melting pot as anyone. With brands like *La Victoria*[®], *Herdez*[®], *Dona Maria*[®], *Don Miguel*[®], *Búfalo*[®], *Fontanini*[®] and more, Hormel Foods is happy to play a part in uniting and embracing all foods — and, by extension, people — of our big, beautiful world.





Cafe H® Mediterranean chicken, crispy chickpeas, dolmas, olives, cucumber, eggplant, tabbouleh, roasted red pepper sauce and grilled pita

FOOD SCIENTISTS EXPLAIN THE ALCHEMY OF FOOD

By Ethan Watters

SMPLIFIE OTONINO





CULINOLOGY IS **A BLENDING OF** THE SCIENCE **AND THE ART** of cooking.

Not just anyone can claim the title. Culinologists must go through degree programs certified by the Research Chefs Association and demonstrate core competencies in dozens of areas, from chemistry and microbiology to quality assurance and ingredient procurement.

Of course, if you are producing food for millions of people, safety is always paramount. For the culinologists at Hormel Foods, it is a task made more challenging by trends in consumer preferences. Increasingly, people want to see ingredients they can immediately recognize. Additives that sound like chemicals are viewed with suspicion.

"The new consumer interest in how food is made is a huge positive," said Reiman. "Part of the job of a culinologist is to understand the science of large food production well enough to be able to explain it to people in simple terms – in cooking terms. We want them to understand that there are good people behind the food we make. We want them to understand what we are doing."

Both men are particularly proud that Hormel Foods has been a pioneer in new techniques to preserve nutrition and ensure food safety. They've explored using organic acids as natural preservatives as well as high-pressure pasteurization to eliminate potential pathogens, reduce spoilage and extend shelf life.

"Hormel Foods has been in the forefront of high-pressure pasteurization," said Reiman. "You can think of it like a style of cold canning that reduces the microbial load without adding anything to the food."

Like many at the company, Reiman is aware of the challenges of providing good, safe food for the projected nine billion humans who will inhabit the planet by the middle of this century. The current amount of food that goes to waste is unsustainable. "To produce the food that humanity will need, we need to develop best practices and keep an open mind to new methods," he said.

The frontiers of culinology are only beginning to be explored. Our understanding of food's complex relationship to health and disease, to take one example, increases every year.

"I think Hormel Foods is one of the pioneers right now in looking at how food interacts with the body," said Andrews. "You look at what The Hormel Institute has discovered in regard to various ingredients like dark chocolate, deep-red vegetables, different lettuces and spices. We're understanding the benefits to the body and possibly preventing diseases. That's something that's very humbling to learn about as a culinologist."

For both Andrews and Reiman, their current occupation has roots in their personal lives. Reiman grew up on a dairy farm and remembers his parents canning food. "My parents approached food from an agrarian perspective," he said. "They fully understood where each ingredient came from and what it took to produce it. I feel like I'm part of a long, complex history of people who learned to survive by making sure they had something safe to eat — even over a long, cold winter."

To this day, Reiman's family presses apple juice each fall from a few apple trees on its property. That yearly ritual always reminds him of the fundamental nature of his job — to safely capture the taste and nutrition in the food that comes from nature.





As for Andrews, he is reminded of the importance of his job every time he cooks a meal for his daughter. Eight years ago, when she was just 4 years old, his daughter was diagnosed with celiac disease, an autoimmune disorder that keeps her from eating any gluten in wheat, rye or barley. It's a serious illness that can lead to damage in the small intestine and interfere with the body's ability to absorb nutrients. Like most kids, she liked pizza and bagels, and suddenly Andrews and his wife were faced with the challenge of creating a healthy diet while avoiding America's most popular grain, among others.

"The first year we bought all packaged food because we wanted to make sure the food we gave her was gluten free," he said. They quickly discovered that many of the offerings at the time were dry, chalky or otherwise unpalatable. Andrews began to put his culinologist skills to use, researching suppliers and conferring with dieticians.

"As I learned, I became more courageous and started making a lot of her food at home," Andrews said. He experimented with corn flours, gluten-free oats, different types of gums and other ingredients to create the foods that his daughter loved. Andrews and his daughter are particularly proud of their homemade gluten-free doughnuts, a recipe they've worked on for several years. "We also tried to recreate the cinnamon crunch bagels that she used to love," said Andrews. "We're still working on it."

Over the last several years, Andrews noticed he wasn't the only culinologist or food scientist working on the project. People with gluten sensitivity were becoming a larger and larger consumer market

"Not long ago you had maybe four or five gluten-free options for breakfast cereals," he noted. "Now you can walk up that aisle and there are 20 or 30. So it's a great example of how new knowledge and technology can meet the needs of the consumer."

Thanks to the work of food scientists across the industry, Andrews' daughter has seen a whole range of options come onto the market. Glutenfree breads that once paled in comparison are now almost indistinguishable from the real thing. Kid essentials, like pizza, have returned to his daughter's life, delivered by advances in the art and science of food.





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YOUR GUIDE TO SNAPPING FOOD PICS LIKE A PRO

ur cultural obsession with taking photos of our food is both a blessing and a curse. A blessing because it allows us to share these delicious, joyful moments with the people we love, if not the world at large; and a curse because sometimes the obsessive urge to snap away distracts from the delicious, joyful moment itself. Not to mention most dishes are very hard to photograph in an appetizing way. It's terrifically difficult to capture lusciousness and umami in a photo. And a lot of the best meals are, well, mostly shades of taupe, tan and brown (pasta, burgers, tacos, etc!) — hardly the most tantalizing colors in the rainbow. However, it is possible to take food pictures that are both pretty and conducive to a fun, stress-free meal. These five experts explain how.



ALEXA MEHRABAN @EatingNYC

"Food styling is definitely a big part of getting a great photo. Be sure to style the table for an overhead shot and decide on the best angle, depending on the dish. Something with depth, like a burger or a high bowl of pasta, looks great straight on, whereas a pizza pie typically works better as an overhead shot."



ALI ROSEN

Author of "Bring It!

Tried and True Recipes for Potluck and Casual Entertaining"

"The main thing on taking food pics like a pro is this: Stop trying to take photos when you are dining out at night. Unless you are going to travel with extensive lighting equipment (which would be pretty antisocial at a restaurant), the photos just don't ever look as good as they do in daylight. If you really want to Instagram your meals, choose times when there is still light outside — and sit as close to a window as humanly possible."



JEREMY JACOBOWITZ

@BrunchBoys

"I think my No. 1 rule with food photography is 'do anything for natural light.' Food just needs natural light to truly shine, so I'll do pretty much anything I can do to find it when I'm shooting at a restaurant. As much as I hate it, that does sometimes mean that I'm the lunatic outside taking photos of my food. Don't knock it till you've tried it!"



KELLY DOBKIN Senior editor, Zagat @KellyDobkin

"Try several different angles and take way more shots than you need. If you must photograph at night or in low light, have a friend turn his or her phone light on and hold it parallel to the table above the dish. Also, get creative and turn the plate around to see which angle looks best, especially for dishes with height."



DARA POLLAK @SkinnyPigNYC

"Avoid yellow lighting at all costs, which means NEVER use your flash! If you're using your phone, grab a friend's phone (with permission, obviously) and open the notes app or a blank email for nice white light. Anything with a mostly white background will work well. Then bump up the brightness on that phone to 100 percent. Use this as your light as opposed to the flash. It will be a more

blue and white light, not as abrasive or yellow as the flash. Lastly, make sure all components of the dish are visible. This is key for food photos. If you're shooting something with height, like a burger, you'll likely want to get on eye level with it so you're shooting it dead on to capture the stacked layers. If you're shooting something symmetrical and round, like macaroni and cheese in a dish, an aerial shot (from the top down) will work nicely."

Tips and Pics

FROM OUR TALENTED (AND SNAP-HAPPY) EMPLOYEES



MEGAN KITTRELL Grocery Products lead production supervisor Atlanta Plant in Tucker, Ga.

"If it's a food you love, the picture will show that love. Make the food fill the screen on your phone when taking the picture, and pay attention to the presentation. Arrange the food to make it look great on the plate, and it will look great on the camera."



CAITIE PRITCHETT
Industrial engineering manager
Creative Contract Packaging Corp.
in Aurora, III.

"Use morning light if you can, change your scenery once in a while, feature some of the ingredients as details in the photo, keep your backgrounds simple, and remember that cupcakes always have a pretty side profile."



ALLISON WONG

Manager of industrial engineering

Algona Plant in Algona, Iowa

"Try to use natural light, either give it a fun background or focus on the food with a neutral background, and play around with arranging the items in your photo a couple of different ways. Most importantly, be creative and have fun doing it!"



ASHLEY KRAUTKRAMER

Team leader of business analytics, consumer products sales Corporate Office in Austin, Minn.

"Natural light is your own natural filter! Above-angle photos focus on the actual food better and cut out your environment."



KARI KUEHNEMAN
Associate systems programmer, IT services
Corporate Office in Austin, Minn.



Senior applied research scientist
Research & Development in Austin, Minn.



LIZ LAWTON

Product development scientist Research & Development in Austin, Minn.

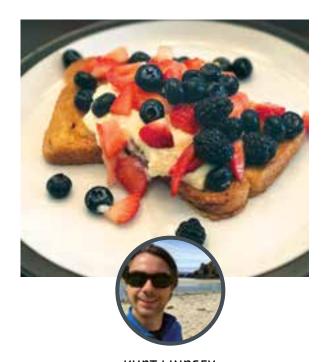
"Start off with good-looking food or something unique from the menu, if not your own creation, then find the angle that catches the light or height of the dish. If your food is cooked, try to capture the steam coming off of it for a cool effect."



BETH HILLSON

Digital communications coordinator Corporate Office in Austin, Minn.

"Sometimes I am inspired by a neat table setting and take a photo even before the food comes out. It's all about snapping what catches your eye."



KURT LINDSEY
Senior brand manager

MegaMex Foods in Orange, Calif.



MICHELLE SOUCEK Logistics order processing clerk Corporate Office in Austin, Minn.



KATIE PLUMSKI Internal communications coordinator Corporate Office in Austin, Minn.

"I am always inspired by color. If you see colors that make you smile, take a photo! Don't forget to be patient and let your phone focus before hitting the button."



SHANTERIA HINES

Foodservice sales representative Seattle, Wash., Sales Office

"The main tip I have for shooting photos on your phone is to make sure you have great lighting. Have the item you are shooting facing toward the light. This will give you a clear picture."



MICHAEL GRIESBACH
Director of foodservice for the Asia Pacific region
Hormel Foods International Corporation



CORY HOWE
Hormel Foods food photographer
Corporate Office in Austin, Minn.

LEARN FROM A PRO

Can you imagine being surrounded by some of the most delicious-looking food in the world EVERY day and getting to call it your job? Cory Howe, the Hormel Foods expert food photographer, lives the dream.

Howe began his career outside of the kitchen as an editorial photographer and eventually opened his own studio. His passion for food led him to a career at Hormel Foods, where he oversees the entire photography studio for the company and visually interprets the flavors and tastes of some of the most iconic brands in the food industry.

"I love the colors you get in food photography, they are just beautiful," he said. While it's a challenging line of work, even for the most seasoned pro, he approaches his job by "letting the food dictate everything."

To help you get started or to take your pic game to the next level, Howe lists his top pro tips for creating beautiful food images for social media.

- Let the food dictate your picture angle, and make sure to show the detail and all the ingredients.
- Don't zoom. Instead, move your phone closer.
- Always use backlight (soft lighting is the best), and never put the light directly on the food. Use your menu or your friend's phone to bounce the light into the shot.
- Use props. You can ask your server for the handwritten order, which is a great and unique prop.
- Edit before you post to add a little bit of vignette, clarity and contrast.
- If you're ready to take it to the next level, some phones have lens attachments that can be mounted directly onto your phone or phone case.



Numbers, Letters and Codes. What Do They Mean?

by Rick Williamson

It's one of the great mysteries of modernday grocery shopping.

"We do get a lot of questions about it," said Chris Anderson, consumer engagement specialist at Hormel Foods. "A lot of people want to know, 'What are all these numbers and letters about?' and 'Does best if sold by mean it's still okay to eat?'"

Code dates. That wonderfully confusing jumble of letters and numbers. What do they all mean?

"Actually, code dates are extremely important information for us," said Richard Carlson, the vice president of quality management for Hormel Foods. "Code dates tell us exactly when and where an item was produced. In the event we need to bring product back or trace an issue with the production, the code date is our main source of information."

Tracking down product information for manufacturers like Hormel Foods is vitally important, but it's also important that consumers understand code dates as well, "Because it's our way to communicate the proper timeframe to prepare and consume a product," Carlson added. "Especially on perishable items like fresh meat and ready-to-eat meat, the code dates are important for people to understand. We want to make sure we have the most accurate shelf life while still maintaining and communicating the utmost attention to food safety."

It is important to note that the United

States does not have a uniform system of coding expiration dates on food products, according to the U.S. Department of Agriculture. The federal government requires expiration dates only on baby foods and infant formula. Other dating on food products is voluntary, and this is one reason why manufacturers use different terms and why similar products from different manufacturers may have completely different variations for their own date qualifiers.

"The other important thing to keep in mind is that once you open the package, the code date becomes less meaningful," added Carlson. "After a perishable product's package has been opened, the product must be stored properly and consumed within three to five days."

In the end, consumers should always pay attention to the instructions on the package and use their best judgment about food products.

"Use all of your senses, especially eyes, nose and touch. If it doesn't look right, smell right or feel right, it's better to discard the product and avoid an unpleasant experience," Carlson recommended.

Another resource to verify the safety of a food item is to call the phone number listed on the package. "We're here to help. If people have questions about a product, give us a ring, send an email or contact us via our social media channels." Anderson added. "We'll have the answer."

SO, WHAT DOES IT ALL MEAN?

Even though formats may vary from product to product, this quick reference guide is a good resource for decoding code dates.

STORE

Sell By Date

tions on the package



Best Bu Date

It is not a purchase or and texture well before they would be unsafe to



Use By Date



can be used. These terms are



Use or Freeze By Date

it. In most cases, items can be stored in a freezer for up to six months, then thawed in a refrigerator for two to three days and

WORD ON THE STREET

We have fans across the country and around the world, and many share their stories with us! Here are some recent ones, courtesy of our consumer response and engagement team.



Esther from Illinois

"Hi, my name is Esther, and I just wanted to let you know that I am your biggest fan! As a Korean-American immigrant, *SPAM®* products have been one of the highlights of my life. My mother's home-cooked meals have such a warm touch, and it always comes through with some fried *SPAM®* slices or kimchi stew with *SPAM®* pieces. Your salty, hearty and soul-fulfilling product has made many dark nights filled with joy. To be honest, I'm eating some right now, and I realized how much I love it. And I'm happy to shout it from the rooftops. I love you guys. Thanks for *SPAM®* products!"



Karen from Florida

"I just want to compliment you for a great product. My friend offered me some chili from her own recipe. It did not taste right, and I offended her by confessing that I prefer Hormel® chili. Since childhood, we have always eaten Hormel® chili with beans. Winter nights with a bowl of Hormel® chili in front of the TV are enough for my family. If I want to jazz it up, I add shredded cheese, avocado and sour cream. Yummy."



Kortney from New Mexico

"I am a mother of four, and we continue to enjoy *Hormel® Black Label®* bacon products. We recently tried the maple bacon, and it was DELICIOUS! I normally stick to what I am used to, and I bought this bacon by accident. It was the perfect mistake. My kids and I ate the entire package of bacon. So, continue to make lots and lots of maple bacon."



Melissa from Arizona

"I just discovered the *Evolve®* products two months ago and am in love with them! I transitioned over to a vegan lifestyle three months ago, and I have found that your products fit into my life perfectly, while helping me reach my macro-/micro-nutrient goals."



Misty from Michigan

"I'm not typically a brand-loyal person. I'm a buy-whatever-is-the-best-price kind of person ... until I had Herdez® salsa. I can no longer buy just any salsa, it has to be the Herdez® brand. The only time I will eat another brand is out of politeness if I am at someone else's house. Even then, I will casually drop in conversation how fresh the Herdez® salsa somehow tastes even though it is in a jar. I personally love the medium casera, but my toddler really likes the salsa verde on her eggs in the morning. Please just keep doing what you do!"



from Illinois

"I just tried the Hormel® Natural Choice® turkey breast and mild white cheddar snack. Oh, my goodness. It was awesome. It was just the right amount and tasted so delicious. Thank you for making a great snack for adults or kids."



from Texas

"Great job on the Jennie-O® Oven Ready™ turkeys. I have used these for two Thanksgiving dinners in a row, and they were perfect both times. The leftovers are great too. I don't know how the turkey can go from frozen to a perfect bake in four hours, but whatever you do, keep it up. Thanks, and we will continue to enjoy a perfectly cooked turkey."



Wendy from Maryland

"My dad wanted you to know what a great product your Hormel® beef tips and gravy is. We have used it in casseroles with noodles with sour cream as a main dish - yum! We make sure we have extra in the freezer. Thanks for a great product!"



from Texas

"I received a Hormel® Compleats® chicken pot pie stew through Meals on Wheels. I am 85 years old and have various health challenges. I thoroughly enjoyed the meal. It was very tasty, very easy to use in the microwave and ensured that I had a nutritious meal today. Thank you very, very much. Love to all."

Celebrities, Festivals, Shout-outs and More!





Study Breaks named the SPAM⁵
Museum one of the "6 Unique
Museums To Visit In America"



Hormel Foods was recognized as a Best for Vets Employer by Military Times for the sixth year in a row US Weekly's "Hot Pics" included celebrity chefs Grace Ramirez, Kenneth Temple, Chris Cheung, Edward Lin and Alejandra Ramos at the Hormel Foods Cooking & Culture event in New York City



stephen Amell, star of the CW superhero series "Arrow," tweeted a picture showing his branded *Muscle Milk®* water bottle

mindbodygreen



Applegate® natural pastureraised cheese was included on MindBodyGreen.com's list of "The Best Healthy Foods Hitting Grocery Store Shelves In 2018"



Chloe Kim, Olympic gold meda snowboarder, shared with USA Today that she grew up eating SPAM® products





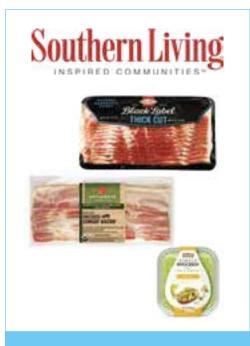




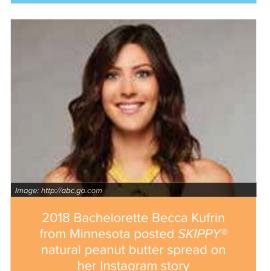
Citizens List" published by







Southern Living placed Hormel® Black Label® original thick cut bacon and Applegate® Sunday Bacon® organic hickory smoked uncured bacon on its list of favorite popular bacon brands, and included Simply Avocado™ dips and spreads on its list of "15 Healthy Snacks to Outsmart Junk Food Cravings"



Food Network's list of "50 Grocery Store Products Chefs Love (100% Unpaid Endorsements)" included *Jennie-O®* ground turkey from Willie Degel of "Restaurant Stakeout" and *SKIPPY®* peanut butter from Kelsey Nixon of "Kelsey's Essentials"





PGA Tour golfer Justin Thomas shared his vacation snacks on his Snapchat story, which included Muscle Milk® bars and Justin's® almond butter



Ono Hawaiian BBQ Founder and Chief Executive Joshua Liang cited grilled SPAM® classic and eggs as one of the dishes that initially inspired the menu for the restauran — and is still served today

Stay up to date on Hormel Foods happenings by following us on social media!















