

**NATURAL CHOICE®**

ALL NATURAL INGREDIENTS

NO PRESERVATIVES

**NEWS**

FOR IMMEDIATE RELEASE

## ALL-NATURAL SANDWICH MEATS GIVE BROWN BAG LUNCHEs A NUTRITIOUS MAKEOVER

*Hormel Foods Launches First Nationally Distributed Brand of 100 Percent Natural Deli Sandwich Meats and Offers Free Brochure with Nutritious Lunchtime Recipes*

AUSTIN, MINN. (May 15, 2006) – Those brown bag lunch meat sandwiches filled with preservatives are now a thing of the past. Hormel Foods is giving brown bag lunches a nutritious makeover with new **HORMEL® NATURAL CHOICE®** Deli Sandwich Meats, 100 percent natural sandwich meats with no preservatives and no added nitrites and nitrates now available in grocery stores nationwide.

Rather than using preservatives, Hormel Foods protects against harmful bacteria in **HORMEL® NATURAL CHOICE®** Deli Sandwich Meats by using innovative, high-pressure water-based pasteurization called **TRUETASTE™** technology. The technology is an all-natural, USDA–approved process that doesn’t compromise the meat’s great taste, texture, appearance or nutritional value.

**HORMEL® NATURAL CHOICE®** Deli Sandwich Meats have a unique nutrition profile that fits into a healthy lifestyle including:

- No preservatives, no nitrites or nitrates added
- No artificial colors or flavors
- Low in fat and no trans fats
- Low in sodium
- Gluten free
- No MSG added


Jackie Newgent, RD, CDN, says, “More than ever, people are very interested in identifying healthful, real food that will promote good nutrition. In fact, according to ACNielsen research, 95 percent of all grocery shoppers say they are looking for natural products to improve the health of their families.”

The new **HORMEL® NATURAL CHOICE®** Deli Sandwich Meats are available in 9-oz. packages in the lunch meat section at a suggested retail price of \$3.89. The sandwich meats are offered in a variety of delicious flavors, including oven roasted deli turkey, smoked deli turkey and honey deli turkey, as well as honey deli ham, cooked deli ham and smoked deli ham. The recyclable outer packaging features distinctive brown and green earth tones.

“Our goal is to give families a more nutritious and great-tasting sandwich meat,” said Ryan Vossler, associate product manager at Hormel Foods. “Sandwiches will always be a favorite lunchtime staple, and including **HORMEL® NATURAL CHOICE®** Deli Sandwich Meats is an easy way to encourage more natural eating without sacrificing convenience.”

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watch it grow!**



Create something great.™

Hormel Foods Corporation, 1 Hormel Place, Austin, MN 55912-3680 [www.hormelnatural.com](http://www.hormelnatural.com)

NEW

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## Free Brochure Gives Brown Bag Lunches a Much-Needed Makeover

A new brochure called *Nutritious Brown Bag Lunch Makeovers: Simple Steps to Liven Up Lunchtime*, offers creative recipes for moms and busy people alike looking for nutritious and delicious alternatives to the basic sandwich. It also offers tips on selecting natural food at the grocery store and other easy ideas on leading a healthier lifestyle.

The brochure is free and available to consumers by calling 1-800-771-0463 or visiting [www.hormelnatural.com](http://www.hormelnatural.com). Additional recipes are also available on the web site.

## About Hormel Foods Corporation

Hormel Foods Corporation, based in Austin, Minn., is a multinational manufacturer and marketer of consumer-branded food and meat products, many of which are among the best known and trusted in the food industry. The company leverages its extensive expertise, innovation and high competencies in pork and turkey processing and marketing to bring quality, value-added brands to the global marketplace. In each of the past six years, Hormel Foods was named one of “The 400 Best Big Companies in America” by Forbes magazine. The company enjoys a strong reputation among consumers, grocers and foodservice and industrial customers for products highly regarded for quality, taste, nutrition, convenience and value. For more information, visit [www.hormel.com](http://www.hormel.com).

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Sources: ACNielsen 52 week ending 7/30/05, ACNielsen Panel Data 12/28/03 – 12/25/04, “Why Natural Products?” from ACNielsen, 2004 SPINS/Mintel survey

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