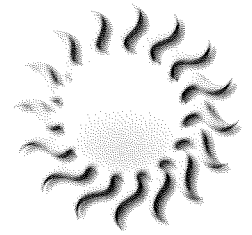


PORK

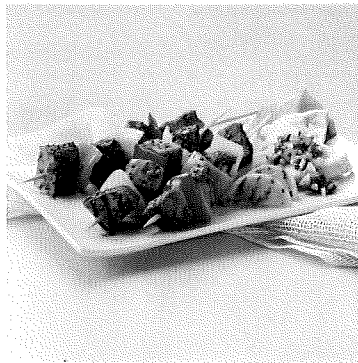


Is what's for Summer!

The summer season is right around the corner and Hormel is here to offer you and your customer 3 new products that will surely make a splash on their menu! Introducing....

Hawk #	Case Size	Description	Hormel #	DSR SPIFF	Customer Rebate
8272082	4/4#	Austin Blues Smoked Pork Loin	25082	\$10	\$2.50
8274775	4/4#	Always Tender Oven Roasted Pork Loin	58775	\$10	\$2.50
8272776	10/1#	Always Tender Oven Roasted Tenderloin	58776	\$10	\$2.50

Pork, Is what's for summer promotion is an easy way for you and your customer to put some extra money in your pockets. For ever case sold between the dates of **May 31- June 26, 2010** you will receive **\$10/case** and your customer will receive **\$2.50/case**.



All three of these new items are fully cooked and are ready to go. Give them some quick heat and your customer has a great center cut pork chop, shish kabobs, sliders, pork medallions for salads or pastas, and many more. Hormel has put together 25+ menu ideas and has many more marketing tools to help you and your operator sell this pork!

For more information about the products or if you have any leads please contact:

Cody Arneson 319-631-9470 csarneson@hormel.com

