



Investor Relations | Smithfield Foods USA, Global Food Company

## The Patrick Cudahy® Pack House Debuts at Lambeau Field

CUDAHY, Wis., Aug. 18, 2016 (GLOBE NEWSWIRE) -- Patrick Cudahy®, The Official Bacon of the Green Bay Packers, is excited to bring its Sweet Apple-Wood Smoked Flavor to Lambeau Field. The Pack House features delicious new bacon-centric recipes created for football fans with a variety of all natural, sweet apple-wood smoked bacon products.

The Patrick Cudahy Pack House is now open for business on gamedays during the 2016 season at Lambeau Field. Fans can find the concession stand in the lower concourse, outside section 124.

The Pack House menu includes creations like "The Pig Skin," a baked potato wrapped in bacon and covered in chili, cheddar cheese, sour cream and chives. Wisconsinites will also love Bacon Crusted Curds with Smokey Bacon Ranch and the Ultimate Bacon Burger that features a bacon bun, bacon stuffed burger and bacon cheese spread, topped with Sweet Apple Wood Smoked bacon. You can count on Patrick Cudahy to deliver a menu filled with flavor that you will always remember and love; every item will certainly be a Packers fan favorite.

A photo accompanying this announcement is available

at <http://www.globenewswire.com/NewsRoom/AttachmentNg/410b53e3-67f5-4a13-b79f-d6b5e9f702a0>

"We are Wisconsin proud for more than 125 years, and extremely proud to bring the Patrick Cudahy Pack House to Lambeau Field," said Bud Matthews, Senior Vice President, Patrick Cudahy. "Packers fans are going to love the creations with our signature sweet apple-wood smoked flavor."

One of the finest chefs in Wisconsin, Patrick Cudahy Brand Ambassador Chef Heath Barbato, believes in the Patrick Cudahy tradition of bringing families quality, one-of-a-kind sweet apple-wood smoked flavor. As the Lambeau Field Executive Chef, Barbato developed menu items for fans that ensure the flavor-rich Patrick Cudahy taste.

If you can't visit the Pack House, you can still taste the deliciousness at home when the recipes are revealed at [PatrickCudahy.com](http://PatrickCudahy.com). Chef Heath Barbato will also showcase Pack House menu items during cooking demos at Wisconsin television stations.

Patrick Cudahy began the craft of smoking meats more than 125 years ago in Cudahy. Meats are still smoked the old-fashioned way with sweet apple-wood to deliver the same authentic flavor and everyday value as they did when Patrick first started out.

For more information about Patrick Cudahy please

visit [www.patrickcudahy.com](http://www.patrickcudahy.com) or [www.Facebook.com/PatrickCudahyMeats](https://www.facebook.com/PatrickCudahyMeats).

Patrick Cudahy is a brand of Smithfield Foods.

### About Patrick Cudahy

For more than 125 years, families throughout the Midwest have known the name Patrick Cudahy as one they can count on for quality, value and for the unmistakable flavor of Sweet Apple Wood. Our product line includes fully cooked and traditional bacon, bacon pieces and toppings, dry sausage, pepperoni, ham, deli and sliced meats.

### About Smithfield Foods

Smithfield Foods is a \$14 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Nathan's Famous®, Farmland®, Armour®, John Morrell®, Cook's®, Kretschmar®, Gwaltney®, Curly's®, Margherita®, Carando®, Healthy Ones®, Krakus®, Morliny®, and Berlinki®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit [www.smithfieldfoods.com](http://www.smithfieldfoods.com).

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