



Investor Relations | Smithfield Foods USA, Global Food Company

Eighteenth Annual Patrick Cudahy® Day Coming to the Wisconsin State Fair

CUDAHY, Wis., Aug. 10, 2017 (GLOBE NEWSWIRE) -- Patrick Cudahy®, The Home of Sweet Apple-Wood Smoked Flavor, is returning to Central Park at Wisconsin State Fair Park on Friday, August 11 from 8:30 a.m. to 3:30 p.m. Cooking demonstrations, The Patrick Cudahy Barbershop Quartet, prizes, cooking competitions, and the new Pack House mobile tour will highlight a day full of sweet apple-wood smoked fun.

The Patrick Cudahy Pack House mobile tour display will be set up in Central Park on August 11, where fairgoers can stop by for the ever-popular bacon hats, coupons, recipe cards, and product samples, while supplies last. Everyone who stops by the tent can capture their memories in the "Patrick Cudahy Bacon Leap" photo booth. Starting at 2:30 p.m., attendees can give the famous Patrick Cudahy prize wheel a spin.

Patrick Cudahy will also have plenty of entertainment on the Central Park stage. The Patrick Cudahy Barbershop Quartet will be singing their sweet harmonies throughout the day, and brand Chef Mike Wales will take center stage for live cooking demonstrations featuring innovative recipes that highlight the sweet apple-wood smoked flavor of Patrick Cudahy's new products: Black Forest Bacon, Riojano Chorizo and Lunch Packs lunch meat.

The exciting and fast-paced celebrity cooking competition, featuring local television and radio personalities, returns for a second year. Teams will create three recipes using Patrick Cudahy bacon, ham, and deli meats. The winning team will receive FREE Patrick Cudahy bacon and ham for one year. The contest begins on the center stage at 1:30 p.m.

New this year is a Patrick Cudahy-sponsored ham appetizer recipe contest where four finalists will showcase recipes featuring Patrick Cudahy ham that are perfect for family get-togethers. The winner will be announced from center stage at 11:45 a.m. and take home free ham for a year and a \$250 cash prize.

Patrick Cudahy has proudly served as a primary sponsor of the Wisconsin State Fair since 1999.

For more information about Patrick Cudahy and the Wisconsin State Fair, visit [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 \$15 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.

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