



Investor Relations | Smithfield Foods USA, Global Food Company

# Sweet Apple-Wood Smoked Ham and Bacon Fans Unite to Celebrate 19th Annual Patrick Cudahy Day at the Wisconsin State Fair

*Brand Celebrates Their 130th Anniversary with Bacon-Filled Festivities Includes Cooking Competitions, Entertainment, Prizes, and More*

CUDAHY, Wis., Aug. 06, 2018 (GLOBE NEWSWIRE) -- Patrick Cudahy® is returning to Central Park to celebrate the 19th Annual Patrick Cudahy Day at the Wisconsin State Fair on Friday, August 10 from 8:30 a.m. to 3:30 p.m. This year, Patrick Cudahy is celebrating their 130th Anniversary of providing Wisconsin with its signature Sweet Apple-Wood Smoked bacon, premium deli hams, salami, and pepperoni. In addition, the Wisconsin staple will be sampling their sister brands Nathan's Famous® hot dogs and Eckrich® turkey and beef deli items.

For this year's momentous celebration, Patrick Cudahy will host a variety of activities and entertainment throughout the day, including big giveaways, exciting contests, and snack-filled cooking demonstrations with their resident chef.

The Patrick Cudahy Pack House mobile tour display will be set up in Central Park where fairgoers can stop by for bacon-themed games, coupons, and recipe cards, while supplies last. There will be sampling from 8:30 a.m. to 1:30 p.m. where event participants can try some of the legendary products from Patrick Cudahy, Nathan's Famous, and Eckrich. Some of the products available for sampling include Patrick Cudahy's Ham Trio on a Stick, Nathan's Famous premium beef hot dogs, and Eckrich Deli's Turkey Appetizer.

Once again, Patrick Cudahy is sponsoring the Thyme for Bacon Tailgate Bake Off! Contest where three finalists from previous year's recipe contests will showcase dishes featuring Patrick Cudahy ham and bacon. The winner will be announced from center stage at 11:00 a.m. and take home free bacon and a \$250 cash prize.

The exciting Patrick Cudahy Chop'd cooking competition will also be returning for its third consecutive year, featuring a lineup of local television and radio personalities, from 1:30 p.m. to 3:00 p.m. Teams will be challenged to create three rounds of recipes including an appetizer, main course, and dessert using products from Patrick Cudahy and other surprise Smithfield brands. The winning team will receive one year's worth of free bacon or deli item.

Patrick Cudahy is proud to be the official bacon sponsor of the Green Bay Packers, who are celebrating their 100th anniversary in the National Football League (NFL). To honor this achievement, Patrick Cudahy is sponsoring the Green Bay Packers' Lambeau Live Virtual Reality Experience where fans can experience Game Day at Lambeau Field in a three to four minute virtual reality tour.

The day of celebration will conclude with the much anticipated Prize Wheel for fairgoers.

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 130 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®, Farmer John®,

Kretschmar®, John Morrell®, Cook's®, Gwaltney®, Carando®, Margherita®, Curly's®, Healthy Ones®, Morliny®, Krakus® 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), and connect with us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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