



Investor Relations | Smithfield Foods USA, Global Food Company

## Kretschmar® Offers Legendary Experiences Through National See It Live Sweepstakes

SMITHFIELD, Va., Sept. 12, 2018 (GLOBE NEWSWIRE) -- Kretschmar® Premium Deli Meats & Cheeses announced today they are inviting music lovers across the country to enter for the chance to become a part of audiences nationwide through the brand's See It Live sweepstakes. Through this program, Kretschmar is giving fans the opportunity to win a year's worth of Legendary Experiences. One grand prize winner will win \$3,000 in concert credits to attend all of their favorite events in 2019.

"There's nothing quite like seeing your favorite artists live on the big stage, and we want to be the reason those experiences come to fruition for our fans," said Michael Baughman, Smithfield Foods director of marketing. "Kretschmar Deli not only provides legendary taste through our premium products, but throughout the years we've also focused on delivering legendary experiences to the most deserving of fans."

For the past four years, Kretschmar has invited country music fans nationwide to enter for a chance to win the Ultimate Country Music Fan Experience in their partnership with the Country Music Association (CMA) and Country Music star Easton Corbin. This year, the premium meats and cheeses brand is glad to extend an opportunity to give fans with different personal tastes the flexibility to choose their preferred experience for themselves.

Kretschmar will be promoting the brand's See It Live sweepstakes through experiential marketing, digital media, shopper marketing and in-store signage, public relations, and social media. Fans will also be able to sample Kretschmar across the country through their mobile tour, which will take the premium deli products on the road to stop at over one hundred locations.

Now through October 23, 2018, Kretschmar Deli fans can enter for a chance to win by visiting [www.KretschmarDeli.com/seeitlivesweeps](http://www.KretschmarDeli.com/seeitlivesweeps) and filling out an electronic entry form. Additionally,

fans can enter by sharing a song on the designated Kretschmar Spotify playlist or using the hashtag #seeitlivesweeps on Twitter and Instagram. Fans who enter the sweepstakes will have the opportunity to win other Kretschmar prizes such as a branded guitar or hat, a blue tooth speaker, or an iTunes® gift card.

For more information about Kretschmar Deli, or to review the complete set of rules and enter the sweepstakes, please visit [www.KretschmarDeli.com/seeitlivesweeps](http://www.KretschmarDeli.com/seeitlivesweeps).

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to residents of the 50 United States and the District of Columbia, who are 18 years of age or the age of majority in the state you reside, whichever is older. Begins at 12:01 a.m. ET on 9/12/18 and ends at 11:59 p.m. ET on 10/23/18. Sponsored by: Smithfield Packaged Meats Sales Corp., 200 Commerce Street, Smithfield, VA 23430. To enter, prize details & official rules: Visit [www.KretschmarDeli.com/seeitlivesweeps](http://www.KretschmarDeli.com/seeitlivesweeps) complete the online registration with all required information, upload an eligible entry and agree to the Official Rules, Void where prohibited.

### About Kretschmar

Kretschmar® Premium Deli Meats & Cheeses has meant quality since 1883. Our hams are made with a unique hardwood smoking process. Kretschmar poultry and beef are hand-trimmed using the finest cuts. Our full line of Off-The-Bone deli meats are delicately sliced from the leanest, most tender cuts. And our premium Wisconsin cheeses repeatedly win in competitions world-wide. Try the Legendary Taste of Kretschmar today. For great recipes and more, like us on Facebook [www.facebook.com/kretschmardeli](https://www.facebook.com/kretschmardeli) or visit our website at [www.kretschmardeli.com](http://www.kretschmardeli.com).

### 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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