



Investor Relations | Smithfield Foods USA, Global Food Company

## Kretschmar® Returns with Rising Country Music Stars For Special Hospital Performance

NASHVILLE, Tenn., Sept. 27, 2018 (GLOBE NEWSWIRE) -- For the second year in a row, Kretschmar® Premium Deli Meats & Cheeses returned to The Children's Hospital at TriStar Centennial in Nashville to share some musical healing with its patients, guests, and staff. Joining Kretschmar once again were its brand ambassadors Ruthie Collins, Kelleigh Bannen, and Natalie Stovall.

The musical trio serenaded patients with their uplifting hits during a playroom performance and made bedside visits for patients and families that could not attend the general concert. Following the performances, Collins, Bannen, and Stovall enjoyed a lunch reception with patients where they posed for pictures and signed autographs.

"Last year we witnessed music's power in healing and helping patients forget about their difficulties in the moment, and immediately knew that this was an experience we wanted to repeat," said Michael Baughman, Smithfield Foods director of marketing. "We're delighted to once again relive the magic with Ruthie, Kelleigh, and Natalie as patients really enjoy their company."

The Children's Hospital at TriStar Centennial is a comprehensive healthcare facility delivering excellence in a variety of children's services including musical therapy. Established as a health service similar to occupational and physical therapy, musical therapy consists of using music therapeutically to address physical, psychological, cognitive, and social needs for patients of all ages.

To continue providing legendary music experiences and spreading joy through the power of music to fans across the country, Kretschmar is also pleased to launch a special See It Live sweepstakes. Now through Oct. 23, 2018, Kretschmar Deli fans can enter for chance to win a year's worth of live music performances 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, a blue tooth speaker, or an iTunes® gift card.

For more information about the contest, visit [www.KretschmarDeli.com/seeitlivesweeps](http://www.KretschmarDeli.com/seeitlivesweeps) and to learn more about Kretschmar Deli, visit [www.KretschmarDeli.com](http://www.KretschmarDeli.com), or find them on Facebook at [www.Facebook.com/KretschmarDeli](http://www.Facebook.com/KretschmarDeli).

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, and 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](http://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®, 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).

#### About Kelleigh Bannen

Kelleigh Bannen is a country music performer from Nashville who officially hit the music scene with an independent album in 2008. Recognized as one of CMT's "Next Women of Country," Bannen has since enjoyed the recent success of having three songs featured as Highway Finds on Sirius XM's The Highway. Bannen's first three singles, "Sorry on the Rocks," "Famous" and "You Are What You Love" charted on the Billboard country music chart. "Famous" has sold over 100,000 downloads.

#### About Ruthie Collins

Curb Recording Artist Ruthie Collins has been pursuing her musical passion since the age of 3, when she began playing piano and violin. A native of Fredonia, New York, Collins studied at Berklee College of Music, then followed her heart to Nashville to pursue her career as a singer and songwriter. She released her debut single "Ramblin' Man" in 2014, which quickly became a part of SiriusXM Highway Find's Hot 45 Countdown.

#### About Natalie Stovall

Natalie Stovall, a multi-instrumentalist and powerhouse vocalist, has been performing since the age of 10. She has played at clubs, college campuses and military bases across the country, toured overseas, and has performed on Oprah Winfrey and at The White House. Natalie is one of CMT's Next Women of Country, and was on "Team Blake" on Season 13 of The Voice. Natalie's debut single, "Baby C'mon with it" was a top 40 single and received rave reviews. She is currently writing and recording for her new EP, which will be released in 2019.

#### Contact:

Jon Salas  
Hunter PR for Kretschmar  
41 Madison Avenue, Fl 5  
New York, NY 10010  
Cell: (212) 679-6600  
E-Mail: [jsalas@hunterpr.com](mailto:jsalas@hunterpr.com)

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