



Investor Relations | Smithfield Foods USA, Global Food Company

Patrick Cudahy® Celebrates 130 Years of Signature Sweet Apple-Wood Smoked Flavor

CUDAHY, Wis., Oct. 01, 2018 (GLOBE NEWSWIRE) -- This October marks the start of the 130th anniversary of the signature Sweet Apple-Wood Smoked flavor of Patrick Cudahy®, perfected well over a century ago in the town of Cudahy, Wisconsin. Instantaneously, this small Midwestern town bought into the custom that bacon wasn't optional, it was mandatory!

For 130 years, Patrick Cudahy stayed true to its one-of-a-kind flavor by sticking to original recipes and smoking their meats the old fashioned way, using its authentic rotary smokehouse still used to this day. As the tradition says, "when you make it right, you make it history." Patrick Cudahy is proud to provide Wisconsin with its signature Sweet Apple-Wood Smoked bacon, premium deli hams, pepperoni, and deli meats year after year. The brand is dedicated to creating crave-worthy products guaranteed to be a family favorite.

"We are privileged to spread the goodness of Patrick Cudahy each and every day to our state-wide community of Wisconsin," said Bud Matthews, senior vice president. "When celebrating a milestone like this, it is important to thank our dedicated customers and loving fans for their continued support, and all of our employees for their tireless dedication. Our unique Patrick Cudahy community has been essential to our brand identity and has made this journey one to remember!"

Patrick Cudahy flourished from its small town pride, values, traditions, and loyal relationships. Always cheering on its community, for the third consecutive year Patrick Cudahy is proud to be the official bacon of the Green Bay Packers as they celebrate their 100th anniversary in the National Football League (NFL) this year.

The brand is adding some bacon flair to Lambeau Field to commemorate the milestone. On kickoff night and select dates throughout the season, the Fan Walkway across the Tailgate Village will be greeting fans with a variety of fun activities. Visitors will be able to enjoy interactive activations including a photo booth, a virtual reality experience and the Patrick Cudahy prize wheel where participants will have a chance to spin and win bacon-themed prizes, while supplies last.

The Patrick Cudahy Pack House is back at Lambeau Field for the 2018/2019 season. The bacon-centric concession stand features three new original recipes created by Patrick Cudahy Brand Ambassador and Packers Executive Chef Heath Barbato, including a Black Forest Bacon and Ham Sandwich, Bacon Tot's, and Maple Glazed Bacon Dog on a Stick. Fans can access the Pack House on the lower concourse outside section 124.

At the end of the day, Patrick Cudahy is all about family, friends, fun, and bacon! Patrick Cudahy has proudly served Wisconsin and its people since 1888. For more information about Patrick Cudahy, visit www.patrickcudahy.com.

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, and connect with us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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