



Investor Relations | Smithfield Foods USA, Global Food Company

Kretschmar® Country Music Program Returns with Award-Winning Artists

SMITHFIELD, Va., Feb. 28, 2019 (GLOBE NEWSWIRE) -- [Kretschmar](#)® Premium Deli Meats & Cheeses is delivering legendary country music experiences to fans nationwide with its Kretschmar Country program for the fourth consecutive year. The brand is reenlisting Academy of Country Music and Country Music Association Award nominated Easton Corbin as a brand ambassador for 2019, along with rising country music artists Ruthie Collins, Kelleigh Bannen, and Natalie Stovall.

Throughout the year, Kretschmar Country will offer a wide variety of exclusive country music experiences, including a consumer sweepstakes offering one lucky fan and a guest a VIP experience at the 2019 CMA Fest. The talented lineup will also represent the brand at events this year, which will include concerts, radio, and broadcast appearances, and providing support to the Kretschmar's ongoing partnership with the Make-A-Wish® Foundation.

"It's going to be an exciting year with Easton, Ruthie, Kelleigh, and Natalie continuing to be a part of the Kretschmar family," said Michael Baughman, Smithfield Foods director of marketing brand strategy. "We're partnering with some of the best talents in country music. They are the perfect match to the brand's dedication to exceptional quality, showing our commitment to our fans with amazing country music experiences that Corbin and the Kretschmar Country team will undoubtedly help us deliver in 2019."

Easton Corbin hit the music scene in 2009 with the No. 1 single, "A Little More Country Than That" and won several Breakthrough Artist awards. Since then, he has released three hit albums with songs including, "Roll With It," "Lovin' You is Fun," and "All Over the Road." Corbin spent 2016 on one of the biggest tours in country music, Carrie Underwood's The Storyteller Tour, and is currently working on new music for his fourth studio album. His previous Top 5 single "A Girl Like You" garnered rave reviews. Taste of Country picked it as a Critics Pick saying, "It takes a fraction of a second to know Easton Corbin is on to something different with 'A Girl Like You.'" His current single, "Somebody's Gotta Be Country," is climbing the charts.

Following the success of her first single and her unique version of "Ramblin' Man," Ruthie Collins began touring the US, performing for receptive crowds at Stagecoach, SummerFest, Watershed, and CMA Fest to name a few. Along the way, she's earned critical acclaim from Rolling Stone, The LA Times, and was named one of CMT's Next Women of Country. Having completed a full-length album set to be released in early fall, she's ready to share a heartfelt collection of songs. Her multi-faceted artistry is on display with her love of all things vintage, carefully weaving in and out her musical passions along the way.

Throughout a career that has included major-label singles, independent releases, Top-50 hits, and shows alongside icons like Hank Williams Jr. and Luke Bryan, Kelleigh Bannen has consistently called her shots. She continues that streak with her recent single, *The Joneses*, a mix of melodic hooks and modern production, all of which she co-wrote. Her influence reaches far beyond the stage, too. This Nashville Life, a new podcast launched and hosted by Bannen, shines a light on the "business" side of country music.

Powerhouse vocalist Natalie Stovall has captivated audiences worldwide with her energetic performances since debuting on the Grand Ole Opry at age twelve. Performing everywhere from Oprah to the White House, the fiddle phenom was named one of "CMT's Next Women of Country, recently toured with syndicated radio star Bobby Bones and appeared as a finalist on Season 13 of "The Voice." Stovall has released two critically acclaimed singles, one garnering a Top 40-spot on Billboard's Country Chart. Natalie is currently writing and recording new music for her forthcoming studio project with Kristian Bush of Sugarland.

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 is delicately sliced from the leanest, most tender cuts. And our premium Wisconsin cheeses repeatedly win in competitions worldwide. Try the Legendary Taste of Kretschmar today. For great recipes and more, like us on [Facebook](#) or visit our website at www.kretschmardeli.com. Kretschmar is a brand of

Smithfield Foods.

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](#), [LinkedIn](#), and [Instagram](#).

About Easton Corbin

With two No. 1 singles, 7 Top 10 singles and multiple awards and nominations, plus performances on some of the biggest stages in the world including performing on one of the biggest tours in country music-Carrie Underwood's 2016 The Storyteller Tour, Easton Corbin has made a lasting impression on the country music landscape. He is lauded for his traditional country sound, authentic lyrics, and mastery of understatement. *American Songwriter* says, "Easton Corbin has one of those rare, glorious voices that was made—just made—for singing country music." Known for his signature hits including "A Little More Country Than That," "Roll With It," "Lovin' You Is Fun" and "Baby Be My Love Song" from his No. 1 debuting album About To Get Real. His emotional "Are You With Me" was the most added song at radio the day it was released. Corbin's previous Top 5 single "A Girl Like You" garnered rave reviews. Taste of Country picked it as a Critics Pick saying, "It takes a fraction of a second to know Easton Corbin is on to something different with 'A Girl Like You.'" Corbin just released his brand-new single, "Somebody's Gotta Be Country," and is currently in the studio finishing new music for his fourth studio album.

Media Contact:

Adrienne Taylor
awtaylor@smithfield.com
(757) 357-8520

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/5221faca-3376-4c8c-b258-2ceef861a02f>

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