



Investor Relations | Smithfield Foods USA, Global Food Company

Smithfield Foods Brands Company's Foodservice Business as "Smithfield Culinary"

SMITHFIELD, Va., April 02, 2019 (GLOBE NEWSWIRE) -- [Smithfield Foods, Inc.](#) today announced the introduction of [Smithfield Culinary](#), a new branding of the company's foodservice portfolio. Smithfield Culinary – historically recognized as Smithfield Farmland – leverages the corporation's position as the world's largest pork processor and industry leader in sustainability, and highlights the involvement and leadership that it has within the culinary community.

Throughout the last several years, Smithfield has experienced significant growth of the company's foodservice business, prompting the decision to create a dedicated branding that represents all of the company's culinary-focused initiatives. From establishing chef advisory boards and forming product innovation labs, to partnering with leading culinary schools, Smithfield Culinary has evolved from simply selling products to positioning culinary arts as a key cornerstone of its business model.

"Our company – a leader in pork, value-added protein specialties, and now culinary arts – is driven by those who have a passion for great food blended with insights and innovation," said Chip Morgan, director, marketing brand strategy, Smithfield Culinary. "The new Smithfield Culinary name encapsulates all of the effort that we have put toward immersing our brand within the culinary community, resulting in better programs and services that inspire those cooking with and consuming our products."

Through Smithfield's innovation centers, passionate chefs, culinary partners, extensive research and development, and industry-leading commitment to sustainability, customers can expect to see a wide product portfolio that meets the taste demands of today's evolving consumer. Smithfield Foods' foodservice brands that fall within the Smithfield Culinary umbrella and deliver on quality, creativity, and taste include Carando®, Curly's®, Eckrich®, Farmland®, Margherita®, and Smithfield®.

To learn more about Smithfield Culinary and its pledge to innovation, visit www.SmithfieldCulinary.com.

About Smithfield Culinary

With a dedication to culinary arts, innovation, and industry-leading sustainability, Smithfield Culinary leverages passionate chefs, culinary partners, and R&D to produce high-quality products that inspire chefs and consumers alike. Foodservice brands within the Smithfield Culinary portfolio include Carando®, Curly's®, Eckrich®, Farmland®, Margherita®, and Smithfield®. Smithfield Culinary is the foodservice business unit of [Smithfield Foods, Inc.](#), the world's largest pork processor and hog producer. For more information, visit www.SmithfieldCulinary.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, and connect with us on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#).

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