



Investor Relations | Smithfield Foods USA, Global Food Company

## Smithfield® Launches “Get Grilling America” Sweepstakes to Help Backyard Barbecuers Become the Hero of their Grill

SMITHFIELD, Va., April 03, 2019 (GLOBE NEWSWIRE) -- Smithfield® is helping Americans bring out their inner pitmaster this grilling season with the launch of the “Get Grilling America” sweepstakes. From now through September 4, visit [www.SmithfieldGetGrilling.com](http://www.SmithfieldGetGrilling.com) to share how Smithfield Fresh Pork helps you become the hero of your grill, for a chance to win the \$5,000 grand prize. In addition to entering the sweepstakes, fans can visit the website for expert grilling tips and recipes from Smithfield’s award-winning championship pitmasters, and to play daily instant win games for a chance to win hundreds of other great prizes including grilling tools, cookbooks, and more.

The sweepstakes promotion is part of Smithfield’s third annual “Get Grilling America” campaign, which was created to inspire barbecue enthusiasts to get grilling, and showcase the ease, convenience, and versatility of fresh pork. At-home cooks of any skill level can visit [www.SmithfieldGetGrilling.com](http://www.SmithfieldGetGrilling.com) for how-to videos and recipe inspiration from some of Smithfield’s World Champion pitmaster partners including Tuffy Stone, Chris Lilly, Darren Warth, Sterling Ball, and Ernest Servantes.

“Whether you’re a seasoned professional or simply looking to host a backyard barbecue with friends and family, Smithfield has you covered for any grilling occasion,” said Emily Detwiler, director of marketing for Smithfield Foods. “From our pitmaster-preferred extra tender fresh pork ribs to pre-seasoned, ready-to-grill pork chops, we are committed to providing high-quality, convenient, and versatile products that help consumers feel confident in their cooking so they can be the hero of their grill all summer long.”

Available in a variety of cuts and mouthwatering flavors – including Slow Smoked Mesquite and Sweet Teriyaki Marinated Fresh Pork Tenderloins and Loin Filets, Roasted Garlic & Herb and Hickory Smoked Brown Sugar Dry Seasoned Fresh Pork Chops, and regionally-inspired Memphis, Kansas City, and Carolina BBQ Style Dry Seasoned Ribs – Smithfield Fresh Pork is your go-to for weekend cookouts or quick and easy meals any night of the week.

For more sweepstakes information, grilling tips and recipe inspiration, visit [www.SmithfieldGetGrilling.com](http://www.SmithfieldGetGrilling.com).

### About Smithfield

A leading provider of high-quality pork products, Smithfield was founded in 1936 in Smithfield, Virginia, establishing the town as the “Ham Capital of the World.” From hand-trimmed bacon and slow-smoked holiday hams to marinated tenderloins, Smithfield brings artistry, authenticity and a commitment to heritage, flavor, and handcrafted excellence to everything it produces. With a vast product portfolio including smoked meats, hams, bacon, sausage, ribs, and a wide variety of fresh pork cuts, the company services retail, foodservice, and deli channels across the United States and 30 countries abroad. All of Smithfield’s products meet the highest quality and safety standards in the industry. To learn more about how Flavor Hails from Smithfield, please visit [www.Smithfield.com](http://www.Smithfield.com), [www.Twitter.com/SmithfieldBrand](https://www.Twitter.com/SmithfieldBrand), and [www.Facebook.com/CookingWithSmithfield](https://www.Facebook.com/CookingWithSmithfield). Smithfield 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](http://www.SmithfieldFoods.com), and connect with us on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#).

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