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Nathan's Famous® And Andy Cohen "Get Along Famously" In New Video Campaign

Well Known Beef Frank Brand Partners with TV Host to Show Fans How Nathan's Famous Hot Dogs Can Help Bring People Together

SMITHFIELD, Va., March 8, 2021 /PRNewswire/ -- Earlier this year, Nathan's Famous®, the iconic New York-based hot dog brand, teamed up with another pop-culture icon from the Big Apple, Andy Cohen, to star in the *Get Along Famously Stranger Stand* campaign – a series of dynamic short videos showcasing how the one and only taste of Nathan's Famous 100% Beef Franks can help bring people together and foster genuine moments of connection.

Throughout the eight episodes, Cohen, a TV host known for interacting with famous faces and settling heated debates on his reunion shows, can be seen taking to the streets of a residential neighborhood to set up a Nathan's Famous hot dog stand. Along the way, he encounters strangers passing by – cliquey high schoolers, bickering siblings, a very friendly pack of dachshunds and more – who are having trouble seeing eye-to-eye and finding common ground. But Andy, using delicious Nathan's Famous Franks and his expert connection skills, helps them reach a mutual understanding and eventually 'get along famously.'

"At Nathan's, we strive to provide a unique taste experience with our original 105-year-old recipe that can bring together individuals from all walks of life, no matter what age, where they live, or who they are, and turn strangers into friends," said Bethany Gurecki, brand manager for Nathan's Famous. "There's no denying that Andy Cohen also knows a thing or two about bringing people together – including feuding A-listers – which is why he was the perfect fit for our *Get Along Famously Stranger Stand* video campaign."

This past weekend, Cohen posted one of his favorite episodes on Instagram, *Episode 3: Capitalistic Beef*. In the endearing clip, Cohen manages to 'get along famously' with the kids who strategically set up a lemonade stand next door. The entire collection of videos can be found on Nathan's Famous' YouTube channel, including:

- Episode 1: Dog Thoughts
- Episode 2: Like Father, Like Son
- Episode 3: Capitalistic Beef
- Episode 4: Gamer Headset
- Episode 5: Bike Security
- Episode 6: High School
- Episode 7: Virtual Wedding

- Episode 8: Sibling Rivalry

Nathan's Famous Beef Franks are made with premium quality beef and no artificial flavors, colors or by-products and are available in an array of varieties including Skinless, Bun-Length, Jumbo Restaurant Style, Cheddar Cheese, and All Natural. The Nathan's Famous franks can be found at stores nationwide to pick up and enjoy at home with family and friends. To learn where you can buy product in your area please visit https://nathansfamous.com. Nathan's Famous is a licensed brand of Smithfield Foods.

About Nathan's Famous
Nathan's Famous is a Russell 2000 Company that currently distributes its products in 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, and 16 foreign countries through its restaurant system, foodservice sales programs and product licensing activities. Last year, over 700 million Nathan's Famous hot dogs were sold. For additional information about Nathan's, please visit our website at www.nathansfamous.com.

About Smithfield Foods, Inc.
Headquartered in Smithfield, Va. since 1936, Smithfield Foods, Inc. is an American food company with agricultural roots and a global reach. Our 40,000 U.S. and 15,000 European employees are dedicated to producing "Good food. Responsibly.®" and have made us one of the world's leading vertically integrated protein companies. We have pioneered sustainability standards for more than two decades, including many industry firsts, such as our ambitious commitment to cut our carbon impact by 25 percent by 2025. We believe in the power of protein to end food insecurity and have donated hundreds of millions of food servings to our neighbors in need. Smithfield boasts a portfolio of high-quality iconic brands, such as Smithfield®, Eckrich® and Nathan's Famous®, among many others. For more information, visit www.smithfieldfoods.com, and connect with us on Facebook, Twitter, LinkedIn and Instagram.

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