Foodservice at Hormel Foods

Foodservice Mission Statement

To be the premier supplier of products, service and usage ideas to all facets of the food away from home market.
How We Got to Market

PUSH Strategy

Direct contact with the decision maker

PULL Strategy
Foodservice Dynamics

- Consumer Confidence
- Unleaded: $3.58, $3.70, $3.95
- Diesel: $3.95
- Side Effects of Obamacare
- Raise the Minimum Wage

Images: Recession, Help Wanted, Jobless, Job Cuts
Foodservice Trends

Authentic Food

Protein Power

On-the-Go

Versatility
Right People
Right People
Right People

National Account Team

Logos of various companies including Bennigan's, Marriott, The Cheesecake Factory, Starbucks, UNO, Cracker Barrel, marcos's Pizza, Tilted Kilt, Pizza Ranch, Which Wich, and Chick-fil-A.
Right People
Right Solutions
Unique Customer Programs
Right Partners
Focus Segments

Innovation

High Growth Brands

- Hormel
- BACON1
- Perfectly Cooked Bacon
- Firebraised Meats
- Fuse Burger

- café K
- Austin Blues
- Old Smokehouse
Cultural Beliefs
foods for the way we live 2015 Investor Day

Deanna Brady
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