



Inspired People.
Inspired Food.™



Matt Obergfell
National Sales Manager

July 15, 2026



22.79 USD

+ Follow

-25.75 (-53.05%) ↓ past 5 years

May 28, 9:42AM EDT • [Disclaimer](#)

1D

5D

1M

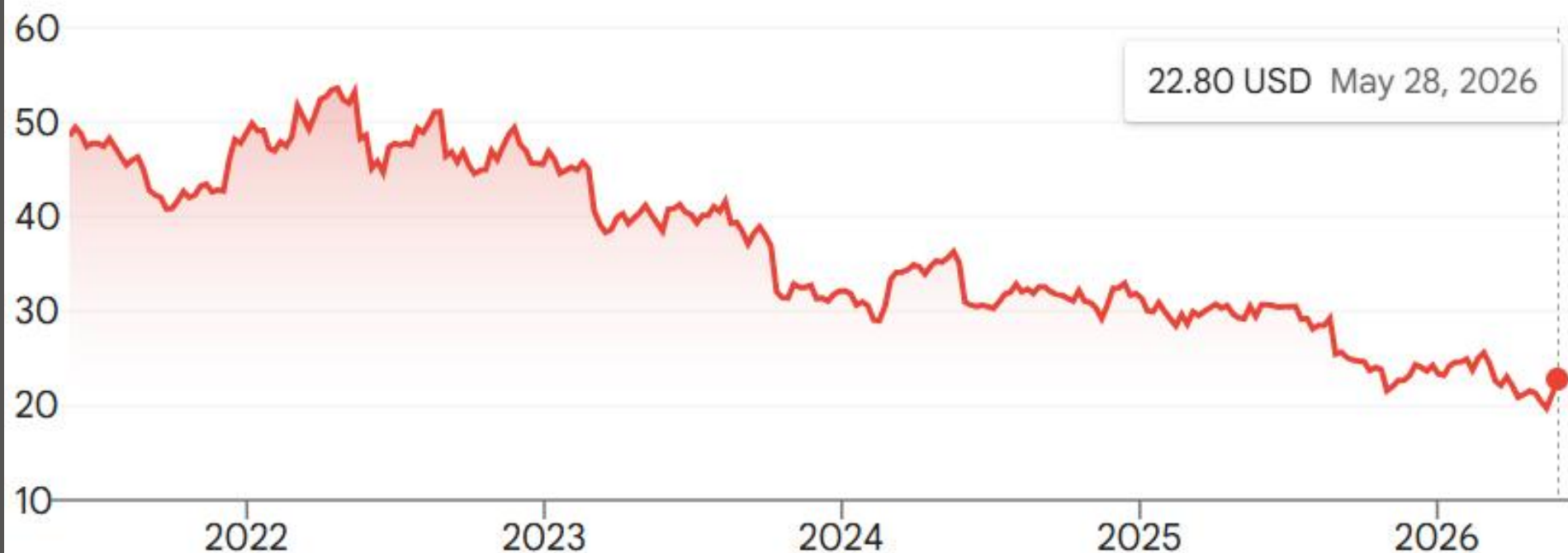
6M

YTD

1Y

5Y

Max



Innovation

What you may not know

Insights and Trends



“Originate, Don't imitate.”

Integrity | Quality | Safety
Continuous Improvement





With multiple Halal-certified proteins from the brands you love, your back-of-house can efficiently and effectively create delicious, more accessible meals for diverse groups of eaters.

70%

70% of Muslim students say their university doesn't serve halal options.¹



When looking for Halal-certified products, the majority of university students surveyed weren't finding the necessary labels.²

- 135397 JENNIE-O® Premium NAE Oil Browned Halal Turkey Breast, 2 pc
- 270768 JENNIE-O® Halal Turkey Strip, 10 pc | Frozen
- 135579 JENNIE-O® Halal Turkey Breast Roast 15% Gold Foil, 2 pc | Frozen
- 137615 JENNIE-O® Smoked Turkey Breast Shaved, 6/2LB
- 117628 FONTANINI® Halal Chicken & Beef Meatball, Cooked, 2 oz, 2/5lb | Frozen
- 126252 FONTANINI® Halal Chicken & Beef Meatball, Cooked, 1 oz, 2/5lb | Frozen
- 114488 HORMEL® Halal Pepperoni, 14 slices per oz, 2/12.5 lb
- 137666 HORMEL® Halal Pepperoni, 14 slices per oz, 2/5 lb
- 137341 SPECIAL RECIPE® Fully Cooked Chicken Sausage Link, Halal-Certified, 123/1.3oz, 1/10lb





New ITEMS

- CAFE H® Flattop Pork Carnitas, 2/5 lb
- AUSTIN BLUES® Texas Prime Beef Brisket, Whole, 2 pc
- **NEW CALABRIAN CHILI PEPPERONI AND SAUSAGE CRUMBLES**
- HORMEL® BACON 1™ Welded 4-Half Strips, 2/120 ct



What you may not know

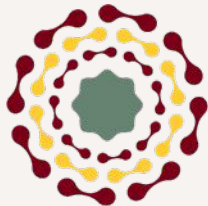




Ensuring Long-Term Focus

Independent | Community | Financial Stability





The Hormel Institute

UNIVERSITY OF MINNESOTA

Accelerating cancer research

East expansion — 20 additional labs

Only a few short years ago, The Hormel Institute, University of Minnesota celebrated a major expansion. In 2008 the cancer research center, that is part of UMN, tripled in size, tripled the number of cancer research sections, doubled the number of faculty and staff jobs and virtually transformed with state-of-the-art cancer research labs and core facilities. The advances and achievements in cancer research of The Hormel Institute resulted in transformational support from The Hormel Foundation, collaborators, donors and the community.

Now—only eight years later—the Hormel Institute is already celebrating another milestone – the achievement of a \$40 million expansion.

The Hormel Institute is doubling in size and for the first time in its 74-year history, through a major investment made by the State of Minnesota. The 2012 bonding bill provided half the funds—\$13.5 million—for the East Expansion that was matched by The Hormel Foundation. The Hormel Foundation gifted another \$9.5 million for technology and the plant



Harlan Johnsrud donated his drone photography talents to capture overhead construction of The Hormel Institute's expansion. His work will be featured throughout the Grand Opening ceremony and summer open houses to show the building growth and construction progress. Picture courtesy of Harlan L. Johnsrud.

Moving cancer research to the next stage of clinical trials

The Institute adds
translational research
doctor/patient rooms

The Hormel Institute will continue to take its groundbreaking cancer research to the next level. The 2014-16 expansion provides space for the first time in The Hormel Institute's 74-year history to conduct first stage clinical trials under its own management and are planned to begin over the next 1-2 years. Two patient rooms were designed and constructed as part of the east building expansion of the Institute. The doctor/patient suite of rooms will allow The Hormel Institute to move from basic research into the next phase—translational cancer research.



"The ability for our scientists to conduct our own first stage clinical trials directly from The Hormel Institute will further research and accelerate discoveries. This is the start of a new era of the Institute's research capabilities."

- Dr. Zigang Dong, The Hormel Institute executive director

Balanced Product Portfolio

Legacy Brands



SPAM



Acquisitions



PLANTERS

Justin's



Fontanini

Premium Italian Meats

Innovation



Trends and Insights



Our list of 10 New Classics for 2026 is comprised of foods, flavors, and beverages that have become “new classics.”

These items may not be “new,” per se, but they’re now cemented as a must-have for many consumers and can be leveraged across segments and retailers. Some New Classics also earned their spot on this list because they’re “old dogs” who have learned “new tricks” – such as tomato, a ubiquitous ingredient, that is being used in new, unexpected ways. This list is by no means exhaustive, but it should be considered as you build out menu and retail strategies for 2026.

NEW CLASSICS FOR 2026

1. Basque Cheesecake | pg. 9

What it is: A type of cheesecake with an intentionally golden-brown “burnt” top that gives way to a creamy, custardy, mousse-esque texture inside.

2. Lemon Pepper | pg. 11

What it is: A spice blend featuring dried lemon zest, black pepper, and salt that’s taking off in categories like chicken wings.

3. Butter Chicken | pg. 13

What it is: An Indian dish featuring chicken in a mild curry with a tomato and butter or heavy-cream base. It’s now appearing as a flavor for items ranging from pizza to burgers.

4. Smashed | pg. 15

What it is: From smashed potatoes to smashburgers to smashed cucumber salads, the smashing technique has gone viral on social media and is a simple yet effective method for increasing flavor.

5. Hot Honey | pg. 17

What it is: A hallmark of the “swicy” (sweet and spicy) trend, hot honey is a sweet-meets-spicy condiment made by infusing honey with chiles.

6. Tomato in Unexpected Applications | pg. 19

What it is: Tomatoes, which are on 85% of menus, are being used in unexpected ways – think “tomato dust” garnishing cocktails/mocktails or starring in desserts or smoothies.

6. Birria | pg. 21

What it is: Traditional birria is made with stewed goat, but it has evolved into a social media sensation featuring tacos filled with beef and cheese. New iterations such as birria pizza or birria burgers are increasingly popping up.

6. Texture in Food/Beverages | pg. 23

What it is: Whether it’s tapioca pearls, jelly cubes, or red beans in boba or crispy kataifi in Dubai chocolate, expect the unexpected as more foods and beverages are being studded with textures that add to the experience.

6. Ube | pg. 25

What it is: A purple, Filipino potato that can be used as a blank canvas and add social media-worthy color to everything from cloud lattes to croissants.

6. Monosodium Glutamate (MSG) | pg. 27

What it is: The tide is turning on once-misunderstood MSG, which can add umami to nearly any dish or beverage.

DECLINING: AN AT-A-GLANCE SUMMARY

It's common to shy away from items that are declining, but there's no need to fear declines when you understand the full picture. The items featured here have all experienced declines on menus over the past decade, according to Datassential Menu Trends, but they still could fit into broader trends. Here we explore how these declining items could turn around in the coming years and how you can capitalize on that turnaround before others do.

AUTHENTIC



Authentic foods have high consumer interest, but calling out an item as authentic is losing its appeal. Similar to “fresh,” the term “authentic” lacks meaning for consumers and a show-don’t-tell strategy is generally best. Communicate a food or beverage’s authenticity instead through ingredients and preparation cues.

NICOISE SALAD



Nicoise simply means in the style of Nice in French and is a salad that includes inexpensive pantry ingredients (leafy greens, hard-boiled eggs, tomatoes, tuna, potatoes, green beans, and olives), making it highly approachable. With renewed interest in tinned fish, new iterations beyond tuna are gaining traction.

MUDSLIDE COCKTAIL



Mudslide cocktails are part of the dessert-style cocktail category. They typically mix vodka, coffee liqueur, and Irish cream. Typically, they are served frozen in a milkshake-like format, although martini and on-the-rocks iterations are also common. With renewed interest in coffee cocktails, this classic is due for a reboot.

MEYER LEMON



Meyer lemons are a hybrid citrus native to China, created by cross-breeding a citron and a mandarin. This results in a sweeter, thin-skinned lemon. Since the Meyer lemon can be grown domestically, it may grow in appeal in the coming years as tariff concerns rise.

SOUFFLÉ

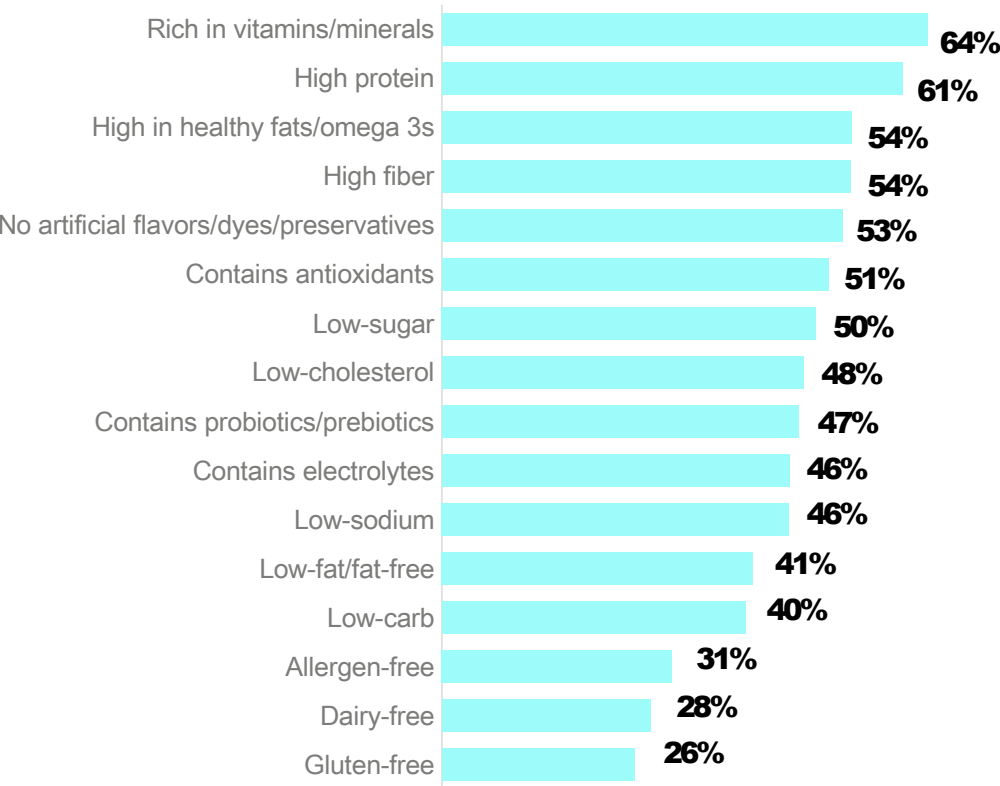


Soufflés are notoriously difficult to master French desserts that can be sweet or savory. Egg whites are whipped into a base and then baked. In all eras where encouraging lingering and more buying is of value to high-end restaurants, the soufflé often has a moment.

FOCUS IN ON CONSUMERS' GROWING INTEREST IN FIBER

There's a clear gap when it comes to consumer interest in foods/beverages featuring health-forward attributes like fiber and operators who are marketing or highlighting it on menus and product labels. Although protein is still trending (61% of consumers are interested in foods/beverages with protein as an attribute, and 38% of operators are promoting high-protein items to patrons), fiber is nipping at protein's heels.

How interested are consumers in foods/beverages with the following health-related attributes?



OPERATOR DATA

Are operators promoting foods/beverages they already offer with the following health-related attributes to patrons?

	Offer items with this and promote that to patrons	Already offer items with this, but do NOT promote it to patrons	Don't offer items with this
High protein	38%	46%	16%
Allergen-free	32%	39%	29%
Low-sugar	29%	42%	29%
Low-carb	28%	44%	27%
Low-fat/fat-free	28%	45%	27%
High fiber	22%	41%	37%
No artificial flavors/dyes/preservatives	21%	45%	34%
Low-sodium	20%	48%	32%
Low cholesterol	18%	45%	37%
High in healthy fats/omega-3s	17%	43%	40%
Rich in vitamins/minerals	17%	48%	35%

LEFT: How interested are you in foods/beverages with the following attributes? (n=1005 consumers | top-2, 5 pt. scale). Fielded September 2025.

RIGHT: For each of the following, do you...? (n=359 operators). Fielded September 2025.

59%

OF CONSUMERS SAY IF
RETAIL VENUES
IMPROVE THEIR
PREPARED FOOD
OFFERINGS, **THEY**
WOULD VISIT THEM
MORE

CONSUMERS WOULD BE MORE LIKELY TO VISIT RETAIL VENUES IF THEY OFFERED...

	Total
Higher quality hot meals (restaurant-style entrees, chef-inspired dishes)	53%
Exclusive discounts or coupons for repeat/frequent meal purchases	51%
Ability to customize meals (e.g., build-your-own bowl, sandwich, salad)	48%
Loyalty points or rewards on prepared food purchases	47%
Combo pricing (food item/drink package pricing)	45%
“Happy hour” pricing (\$2 off per pound for hot/cold bars during off-times, etc.)	45%
Family meal deal pricing (meal for four at one price)	43%
Seasonal or limited-time specials (e.g., holiday items, rotating menus, etc.)	43%
Healthy/better-for-you menu items (e.g., plant-based, low-sugar, gluten-free, etc.)	40%
Globally-inspired menu items (e.g., Asian, Latin, Mediterranean, etc.)	38%
Drive-thru or curbside pickup for prepared meals	35%
Expanded late-night or early-morning availability for prepared foods	33%
Faster mobile ordering and pickup options	33%
Third-party delivery (through services like DoorDash, Uber Eats, etc.)	25%

Please rate your level of agreement with the following statements. (n=1005 consumers | top 2; 5 pt. scale). Fielded September 2025.

If retail stores offering prepared items added the following, would it affect how likely you are to visit them? (n=1005 consumers | “More likely”). Fielded September 2025.

MEATY IDEAS FOR INSPIRATION

Now that we've seen meat is back in vogue, let's look closer at what meat-centric options could be good bets for menus and product lines in 2026 and beyond.

Top-Growing Animal Protein Entrees

4-year menu growth

Chicken Singapore Noodles – 66%

Birria Tacos – 63%

Chicken Tom Kha – 57%

Smashburgers – 54%

Chicken Taco Salad – 38%



BONUS! Fastest-Growing Proteins

Pepperoni Cups: +341%

Jalapeno Cheddar Sausage: +178%

West Coast Oyster: +116%

LEFT: Compound annual growth rate over 4 years of entrees appearing on at least 10 menus, Datassential Menu Trends

RIGHT: Fastest-growing animal proteins, past 4-year growth, Datassential Menu Trends

Thank You



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