

# INTRODUCING SMITHFIELD CULINARY

Smithfield Culinary shares your passion for all things delicious. We immerse ourselves in the culinary community to become experts on the products, innovations, trends and consumer behaviors that create the very best opportunities for your business in today's challenging foodservice environment.

# Smithfield<sup>®</sup>

CULINARY



CREATING MENU INSPIRATION



# WHO IS SMITHFIELD CULINARY?

**Smithfield Culinary is our refreshing new name for a company you've known and trusted for years. With a dedication to culinary arts, innovation, and industry-leading sustainability, Smithfield Culinary leverages renowned chefs, culinary partners, and R&D to produce high-quality products that inspire chefs and consumers alike.**

It's probably enough to say that Smithfield Culinary offers the deepest and most extensive portfolio of products for retail, foodservice and deli customers available, but we hardly stop there. We're invested in foodservice and the culinary community through everything we do.

Our goal is to inspire you. To surprise you. And to enrich your knowledge of the industry and innovate for your future. We want to know where you want your menu to go, and then give you the tools to take you there. At Smithfield Culinary, we create menu inspiration.







# INSPIRING VALUED BONDS WITHIN THE CULINARY COMMUNITY

## OUR CHEFS AND CULINARY EXPERTS

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In an effort to stay on top of trends and deliver relevant products and information to the foodservice community, Smithfield Culinary works closely with chef-focused groups to help formulate our insights and product development.

### ADVISORY BOARD

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Consisting of five celebrated chefs with differing styles and from a variety of foodservice segments, our Advisory Board provides a holistic representation of what is current in the industry. The chefs were chosen not only for their culinary excellence and expertise, but for their passion for food. The Advisory Board works with us to unearth out-of-the-box thinking on applications and insights into how our products can be more effectively delivered to the chef community. We do this by:

- Building relationships and creating ambassadors within the culinary community
- Guiding product evaluation and best practices on go-to-market strategies
- Garnering insights and suggestions about online content and sales support
- Offering members creative license with products, then collecting feedback and recipes from their creations
- Processing collected information to provide industry insights on trends and product evaluations

### INNOVATION LABS

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Innovation Labs are another valuable resource for gathering information against specific objectives. Once a new objective is determined, such as identifying new ways to add ethnic flair to a particular protein, we then invite a team of renowned chefs from across the country to gather for hands-on sessions. The goals of these include:

- Developing 3-4 original recipes to cook during an in-kitchen session
- Gathering photographs and videos of the process as well as the final product
- Organizing a follow-up roundtable discussion to share ideas and feedback on the activities of each lab
- Sharing our findings, from recipes to insights, via our website and menu trends programs

## THE AMERICAN CULINARY FEDERATION

The American Culinary Federation (ACF) is the largest premier professional chefs organization with 17,500+ members in over 150 chapters nationwide. Smithfield Culinary will execute our ACF partnership on three levels in 2019 including Nationally, Regionally and Locally, all designed to fully drive our culinary brand message as well as deliver our passion to partner with key chef decision makers across the country. We recently established an ACF-specific partnership - the Partners in Culinary Excellence program. Activities include:

- Participating in Regional ChefConnects and National Convention
- Partnering with local chapters via educational opportunities, presentations and recipe applications
- Sponsoring multiple new members within our Member Development Program, where we pay annual dues for one year and add recipients to our exclusive group of chef advisors

Our association with the ACF allows us to build intimate relationships with chefs on multiple platforms to present and position Smithfield Culinary as the category leader and protein expert within foodservice.



## CULINARY STUDENT OUTREACH

The future of foodservice is in the exciting minds of current culinary students, who bring a fresh passion and enthusiasm for food to the table. Therefore, it is crucial and beneficial to both us and our operator partners that Smithfield Culinary support their education. We do this through an enhanced philanthropic partnership with The Culinary Institute of America, which includes:

- Sponsorship of the Smithfield Student Teaching Kitchen
- A product gift-in-kind program



# INSPIRING INNOVATION EVERY STEP OF THE WAY

## OUR INNOVATIONS

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Once we generate actionable ideas through our extensive chef networks as well as consult current data from our research partners, we then can utilize our Innovation Center to develop various programming and products against the findings.

Our unique Smithfield Culinary Innovation Center is a technologically advanced facility dedicated to developing new products to meet foodservice operator needs. It's here we also explore consumer insights and behaviors, hold ideation sessions with cross-functional teams, and evaluate our products against the needs of our customers.

## OUR RESEARCH & DEVELOPMENT

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From the sciences to all areas of culinary arts, our R&D team of chefs, nutritionists/dieticians, quality assurance experts, packaging engineers and more explore new ideas to improve our business model. Our state-of-the-art multi-functional, multimedia facility replicates back-of-house and home kitchens, houses presentation rooms for customer meetings, and simulates and tests our manufacturing process. Highlights include:

- Our "Innovation Station" - a camera- equipped presentation kitchen to view demonstrations by our culinary staff
- "Pork Place" - a creative kitchen where new products and product improvements are born
- "Hog Island" - serving as a dedicated cutting room
- "Pig Emporium" - a training area to facilitate learning
- "The Pilot Plant" - a USDA-inspected test plant that allows simulation of a full-scale manufacturing process





## OUR SUSTAINABILITY COMMITMENT

At Smithfield, our commitment to sustainability is evident in every aspect of the way we do business. We are proud of our reputation as a leading pork producer who devotes the highest level of care and commitment to our farms, plants, employees, the products produced and communities in which we operate.

These programs not only reflect our core company values, but also help improve our overall performance. They are important to our customers and their customers and are quite simply—the right way to do business.

## OUR SUSTAINABILITY PILLARS

Smithfield looked at the areas that were important to our customers, ultimate consumers and employees, and addressed them in context of our overall program. We then selected five key areas in which to concentrate our efforts. Over that time, we have taken a leadership position in each and every sustainability pillar. From animal care, to the environment, to the community we live and do business in, our company has always been a pioneer in sustainability.



### ANIMAL CARE

Zero tolerance for animal abuse or mishandling



### FOOD SAFETY & QUALITY

Provide more than 300 products that offer health benefits



### ENVIRONMENT

Over 70 awards recognizing sustainability efforts



### HELPING COMMUNITIES

Donated over \$50,000 to CORE™ (Children of Restaurant Employees) in 2018\*



### PEOPLE

Employ more than 54,000 people in U.S. and worldwide

\*CORE™ grants support to children of food and beverage service employees navigating life-altering circumstances



MENU

# INSPIRING A PASSION FOR MENU VERSATILITY

## OUR BRANDS

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Smithfield Culinary offers a comprehensive portfolio of pork and other protein products that is unmatched in the industry. From the finest fresh meats to a full line of processed products, our powerful brands represent the ultimate in quality and versatility.







## **THE PORK THAT OPERATORS WOULD BE PROUD TO SERVE THEIR OWN FAMILIES**

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Our Farmland line offers a comprehensive product portfolio for the ultimate in choice and quality, from bacon and sausage, to ham and hot dogs. No one takes more time, effort or care in providing operators with such a wide variety of packaged products.



## **HEARTY, DELICIOUS & AUTHENTICALLY PREPARED**

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You can count on Curly's for meats seasoned or smoked to perfection. From BBQ'd pulled pork, chicken and beef, to ethnic varieties, on-trend choices, and sliced sandwich meats, you'll find a portfolio of high-quality products to satisfy everyone's inner carnivore and create irresistible menus.



## **NATURALLY HARDWOOD SMOKED & CRAFTED**

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With just the right blend of spices for a truly rich, savory taste, Eckrich Smoked Sausage has delivered the quality, consistency and versatility operators need at breakfast, lunch and dinner since 1877. Perfect for grilling in a favorite casserole or to give a delicious zing to mac n' cheese.



## **IT'S THE TASTE THAT TURNS THE ORDINARY INTO THE EXCEPTIONAL**

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From pepperoni to hard salami and Genoa salami, to prosciutto and more, Margherita's delicious line of both traditional and specialty Italian meats add delicious and unique flavors to all your recipe creations.



## **DRY SAUSAGE, DRY CURED DELI MEATS & PIZZA TOPPINGS**

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All created with the same quality as they were 100 years ago. With the tempting tastes from Carando, a chef can create memorable signature creations, including center of plate in Charcuterie boards or sandwiches, or as a featured ingredient in omelets, pizzas, flatbreads and more.



## **AS A VERTICALLY INTEGRATED PRODUCER, DELICIOUS STARTS AT THE FARM WITH SMITHFIELD FRESH PORK**

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To ensure the quality and consistency of every cut, Smithfield has control of our products every step of the way - from our farms to our processing plants to your kitchen. Whether it's BBQ favorites from The Rib Company or our high-quality Chop Shop Pork Chops, you can count on Smithfield.

# INSPIRING COLLABORATIVE PARTNERSHIPS WITH A NAME YOU TRUST

**As part of Smithfield Foods, the world's largest hog producer and pork processor, we manage fresh pork day in and day out. This allows for a level of vertical integration unmatched by most other processors, which means a better, higher-quality supply for our customers.**

The farm-to-table control we have over our own supply chain enables us to provide a level of consistency that is unmatched by our competitors. This allows us to offer our customers a comprehensive variety of products to enhance any menu, all with an assured supply of raw materials, and the ability to manage all aspects of production to meet customer specifications and demands for traceability.



## OUR RISK MANAGEMENT THROUGH VERTICAL INTEGRATION

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Because we control production of our product line from farm to operator to consumer, Smithfield Culinary is able to better manage market volatility and supply issues than our competitors. This vertical integration allows us to drive changes through our supply chain to adapt to evolving consumer needs and satisfy our customers' specific demands.

- **Packaged Meats** - Smithfield Foods is a leading packaged meats supplier to the foodservice and retail channels, with more than 3 billion pounds sold annually in the U.S. alone
- **Hog Production** - Smithfield Foods produces more than 16 million hogs domestically each year
- **Fresh Pork** - In addition to holding leading market-share positions in foodservice and retail, our fresh pork business also supplies raw materials for the production of our packaged meats portfolio
- **Customers and Consumers** - All the above allows us to provide our operators with the innovative products and consistent value that they can pass on to their customers

## OUR EXTENSIVE DISTRIBUTION NETWORK

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With trucks crisscrossing the country daily, a range of delicious Smithfield Culinary products can be found at virtually every quality foodservice distributor. This makes it convenient for national accounts to service their units wherever they are located. And it's also perfect for local operators, because they know that their favorite Smithfield Culinary products are always nearby.

## OUR PLEDGE TO BE YOUR MOST VALUED SUPPLIER

Smithfield Culinary is dedicated to the needs of foodservice operators and the demands of their patrons. We are committed to providing an unmatched product offering to meet our customers' specific needs, along with the innovative thinking to give customers an edge over their competition. You can be confident that by forming a partnership with Smithfield Culinary, you'll always get the support you need to succeed.



# LET SMITHFIELD CULINARY INSPIRE YOU

Part of the largest hog producer and pork processor in the U.S., Smithfield Culinary produces delicious and versatile products that are enjoyed by millions nationwide, as well as globally.

We offer everything you need to build your menu, from innovative culinary insights and ideas that help create head-turning menus, to the industry knowledge and critical thinking you need to achieve a competitive advantage. When it comes to your operation, no one offers more successful business-building solutions than Smithfield Culinary.

For more information, contact your sales representative, call 888-327-6526 or visit [SmithfieldCulinary.com](http://SmithfieldCulinary.com).

**Smithfield**<sup>®</sup>  
CULINARY  
CREATING MENU INSPIRATION



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