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Lloyd's Barbeque Company Celebrates 30 Years of Dedication to Flavor, Family & Fun
Time-saving Toolkit Inspires Activities Families Will Cherish for Years to Come

AUSTIN, Minn., May 14, 2008 – The kids might not remember if the kitchen floor was clean, but they will fondly recall special moments with the family. Lloyd's Barbeque Company understands how hard it is to block off time to create lasting memories, so, in celebration of 30 years of family-friendly food, the makers of LLOYD'S® Barbeque Products today announced the release of a toolkit that will help busy families plan a picnic anytime.

Rain or shine, near or far – the LLOYD'S® toolkit offers expert preparation tips, recipes and games, enabling parents to make the most of what they hold near and dear to their hearts – family time.

Making Time for Family Time

Armed with tools and tips from Lloyd's Barbeque Company Family Manager Kathy Peel, parents can rest easy knowing they can plan a memorable gathering at a moment's notice.

"As a mother, I'm constantly looking for easy ways to incorporate activities that will lead to lifelong memories for my children," said Peel. "One of my favorite activities is having a picnic; they're fun, easy to prepare for and perfect anytime of the year."

Whether planning a family picnic or trivia night, Peel's 'tricks of the trade' will help parents make time for traditions.

- **Reclaim family dinner hour.** Set a goal of eating together specific nights each week, and do your very best to stick with that plan. Stray away from complicated recipes that might limit the time your family can spend enjoying each other and the meal.
- **Plan a mini-vacation.** Turn an ordinary weekend into a mini-vacation at home. Choose a weekend and put it on the family calendar. Stock up on ingredients for easy-fix meals, dust off favorite board games and rent a few family movies. Turn on your answering machine, turn off cell phones and PDAs and make it a "no chore" weekend.
- **Create mealtime traditions.** Create some new family traditions for mealtimes such as pancakes on Saturday morning, Barbeque Ribs on Saturday nights or homemade caramel popcorn for family movie night.

Traditions cement a family, and parents will gain a sense of gratification as those memories are reminisced. Years from now, when the kids say: "I remember when..." parents will be proud of the memories they helped create.

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“LLOYD’S is a family-focused brand striving to bring great taste and convenience to any occasion,” said Steve Venenga, group product manager, Lloyd’s Barbeque Company. “No matter the season or circumstance – summer grilling, fall luncheons, carpet picnics – the makers of LLOYD’S® BBQ products aim to provide high-quality barbeque options to families across the country.

Celebrating 30 years of innovation, Lloyd’s Barbeque Company has come a long way since Lloyd Sigel introduced the fully-cooked, ready to heat and eat in minutes rib meat in 1978. This year, the category leader in barbeque products is re-formulating its products, offering a meatier tub by putting the meat before the sauce. With an even meatier barbeque product and the same great-tasting, bold flavor, LLOYD’S® remains the most popular dish at any meal.

Product Information

LLOYD’S® Barbeque Products are available in varieties that satisfy the cravings of barbeque-loving families anytime, anywhere. LLOYD’S® ribs are slow-cooked and slathered in delicious barbeque sauce and LLOYD’S® barbeque tubs boast shredded meat slow-cooked in LLOYD’S® famous sauce. Both are simple barbeque solutions for the time-pressed cook looking for a savory, fun meal. Lloyd’s Barbeque Company also offers a popular appetizer line of meatballs and cocktail smokies.

For more information, including tips and recipes visit LLOYDSBBQ.com/PicnicAnytime to download the toolkit. For additional recipes, visit HormelFoodsRecipes.com.

About Kathy Peel

Kathy Peel, often referred to as “America’s Family Manager,” is an acclaimed author and founder and CEO of Family Manager Coaching. Family Manager Coaching is a company that provides training, and helpful resources and services for busy families through a national network of Certified Family Manager Coaches trained at Family Manager University online campus. Peel just finished writing her 20th book, *The Busy Mom’s Guide to a Happy, Organized Home*, which will be released this summer. A graduate of Southern Methodist University, she and her husband Bill have three grown boys.

About Lloyd’s Barbeque Company

Lloyd’s Barbeque Company, a Hormel Foods brand since 2005, is a leader in the heat-and-eat barbecue meat category. Pioneered in 1978 by Lloyd Sigel himself, the company has perfected its quality line of barbeque products. Lloyd’s Barbeque Company offers slow-cooked barbeque ribs, shredded barbeque meat and appetizer tubs, which are available in the grocer’s meat case. LLOYD’S is the only nationally distributed barbeque brand. For more information, please visit LloydsBBQ.com.

About Hormel Foods

Hormel Foods Corporation, based in Austin, Minn., is a multinational manufacturer and marketer of consumer-branded food and meat products, many of which are among the best known and trusted in the food industry. The company leverages its extensive expertise, innovation and high

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competencies in pork and turkey processing and marketing to bring quality, value-added brands to the global marketplace. In each of the past eight years, Hormel Foods was named one of “The 400 Best Big Companies in America” by Forbes magazine. The company enjoys a strong reputation among consumers, retail grocers, foodservice and industrial customers for products highly regarded for quality, taste, nutrition, convenience and value. For more information, visit HormelFoods.com.

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