



CAMPUS CRAVINGS

DELICIOUS CHOICES
FOR COLLEGE MENUS.

Smithfield Culinary has the right products, valuable insights and terrific ideas to drive traffic all across campus.

Smithfield
CULINARY
CREATING MENU INSPIRATION



Smithfield

Smithfield
**SMOKEN
FAST**



WHO IS SMITHFIELD CULINARY[®]?



Smithfield Culinary shares your passion for all things delicious. 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.

How do we do it?

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

We ask you where you want your menu to go and then give you the tools to take you there. At Smithfield Culinary, we create menu inspiration.

Our insights, tips and personalized customer assistance can take your C&U foodservice operation further. Explore our full line of brands and products that meet the needs of your students and faculty.



Please the unapologetic meat lover.

We are committed to offering you the most comprehensive portfolio of pork, as well as a variety of other proteins, to help you satisfy the insatiable appetites of your meat-loving students.

Ham, Sausage, Fresh Pork, Hot Dogs, Smoked Sausage



Big flavor without the labor.

Smithfield Smoke'NFast offers a delicious variety of fully cooked and smoked meats featuring heat-and-serve simplicity. Both sauced and sauceless options are available for your own personalization.

Ribs, Pulled Pork, Pulled Chicken, Smoked Sausage, Mini Pork Wings, Carnitas, Barbacoa, Osso Buco



Authenticity you'll celebrate.

Crafted with passion, using the highest standards and traditional techniques, Margherita Italian meats offer distinctive tastes your students will savor at every meal.

Capicola, Mortadella, Prosciutto, Genoa Salami, Hard Salami, Pepperoni

WHAT'S TRENDING ON CAMPUS?

Food is the fastest way to students' hearts.

We offer you the insights, ideas and products you need to succeed wherever students, staff and guests decide to enjoy foodservice throughout campus. With so many opportunities across campus, savvy operators are expanding their offerings to make it easy for students and other customers to find delicious menu choices.

- Dining halls
- Concessions at athletic and other events
- Campus C-stores
- Conference centers
- Event catering
- Childcare, vending machines and more



76% of students are likely to eat snacks in midafternoon¹

Smithfield Solutions:

Smithfield®, Margherita® and Smoke'NFast® products are easy solutions for the non-stop student life. Give them the opportunity to take their snack game to the next level. *Asian BBQ Ham Slider or BBQ Tater Tots, just to name a couple.*



Convenience & Speed of service drive on-campus usage¹

Smithfield Solutions:

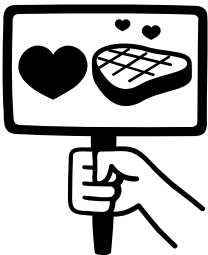
Here are a few simple ways you could fulfill their need for convenience and speed: *Maple-Glazed Bacon-Wrapped Pig Wings, Crispy Fried Ham Mac & Cheese Bites, Ham & Corn Fritters*



41% of students call themselves a foodie¹

Smithfield Solutions:

Give them the opportunity to express that inner foodie with Smoke'NFast products that include global flavors, such as barbacoa and carnitas. *Did someone say Chorizo & Black Bean Taquitos?*



59% of students are full meat eaters¹

Smithfield Solutions:

Carnivores, rejoice: Smithfield is geared to the meat lover. *Our bacon, ham and sausage are just the tip of the iceberg.*

While students are more likely than ever to be foodies, they still require convenience and speed. Their non-stop life has them snacking in the afternoon, and they need simple options to keep them going.

63% of users visit C&U foodservice at least once a week. More than half are motivated by the food already being prepared and the convenience of staying on campus.¹



EVERY DAY, IN EVERY WAY, THE TEAM AT SMITHFIELD CULINARY® VALIDATES OUR LEADERSHIP ROLE IN SUSTAINABILITY.



Visit SmithfieldFoods.com/sustainability

ANIMAL CARE:



Zero tolerance for animal abuse or mishandling

ENVIRONMENT:



Over 70 awards recognizing sustainability efforts

FOOD SAFETY & QUALITY:



More than 300 products that offer health benefits

HELPING COMMUNITIES:



Donated multi-million protein servings nationwide

PEOPLE:



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



JOIN THE NEW SMITHFIELD CULINARY COLLEGE CASH BACK PROGRAM

This program is a convenient, faster and easier way to take advantage of new incentive offers from your partners at Smithfield Culinary. Simply go to SCCollegeCashBack.com to view available offers and we will take care of your data submission. We'll then reward you with a Smithfield Cash Back Visa Debit Card that you can use anywhere that Visa is accepted.





SMITHFIELD CULINARY HAS THE PORTFOLIO OF PRODUCTS AND BRANDS THAT ATTRACT CAMPUS CUSTOMERS AND DRIVE SALES.

From the blank canvas of fresh pork to convenient, fully cooked products that are perfect for operators seeking back-of-house efficiencies, let Smithfield Culinary help you build exciting menus to satisfy your college and university customers.

For more information, contact your Smithfield Culinary representative, visit SmithfieldCulinary.com/college-and-university or call 888-327-6526.



Smithfield



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