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SMITHFIELD NAMES 2015 TEAM OF THE YEAR, LAUNCHES SMOKIN' WITH SMITHFIELD PROGRAM AT KCBS AWARDS BANQUET

Kansas City, MO – January 18, 2016 – The Kansas City Barbecue Society (KCBS) held its 30th Annual Awards Banquet on Saturday, January 16th. During the ceremony, Smithfield named Historic BBQ the winner of the Smithfield Great Rib Rivalry, who will serve as Smithfield's Sponsored Team for the 2016 competitive season.

Smithfield launched its inaugural Great Rib Rivalry in 2015. Competing teams were judged according to performance in KCBS competitions and via Smithfield-branded contests where teams submitted videos and photos of grilling tips and recipes.

According to John Gambill, Jr. and Tony Bunce, co-founders of Historic BBQ, being named the Smithfield Great Rib Rivalry winner is something they hoped would become reality since the competition began.

"We are extremely excited to become a part of the Smithfield family," said Gambill, Jr. "Their core values and commitment to high-quality products make this a truly coveted honor, and all of us at Historic BBQ are tremendously appreciative."

In addition to naming the Great Rib Rivalry winner, Smithfield introduced the Smokin' with Smithfield program to all KCBS teams in attendance. "Smokin' with Smithfield is a loyalty program rewarding KCBS competitors for using Smithfield product. Those teams who commit to cooking with Smithfield product in both the Pork and Rib categories during KCBS-sanctioned competitions will have the opportunity to win up to \$5,000 in cash prizes in each category, as well as \$180 for each perfect [180 point] score they receive from the judges," said Emily Detwiler, Smithfield Senior Brand Manager. Teams can register for the competition at www.SmokinWithSmithfield.com.

Programs like Smokin' with Smithfield are a great fit with the competitors on the KCBS circuit because Smithfield shares the same passion for quality pork and barbecue as KCBS members. "We want to expand our connection with such dedicated barbecue enthusiasts. We congratulate KCBS on 30 years of excellence and look forward to our continued partnership to drive excitement among the KCBS member audience," said Detwiler.

Smithfield has been a partner of KCBS since 2011. For KCBS national marketing and partnership advisor Mike McCloud, it's partners like Smithfield that keep teams coming back to compete in KCBS events year after year.

"As the competition BBQ industry continues to grow and expand, it's exciting to see innovative programs like this from Smithfield to help us continue to evolve," said McCloud. "This is one of the most passionate and loyal enthusiast groups in the world, so we are delighted to work with visionary companies like Smithfield to connect with competitors and enthusiasts, and reward them along the way."

For more information, visit www.Smithfield.com and www.KCBS.com.

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About Kansas City Barbecue Society

Celebrating its 30th Anniversary in 2016, the Kansas City Barbeque Society (KCBS) is the world's largest organization of barbeque and grilling enthusiasts with over 20,000 members and 50,000 volunteers worldwide. A nonprofit, mission-based organization, KCBS sanctions over 450 barbecue contests in 34 countries. Recognizing barbeque as America's Cuisine, the mission of the Kansas City Barbeque Society is to celebrate, teach, preserve and promote barbeque as a culinary technique, sport and art form. Learn more about becoming a KCBS member or attending its BBQ contests at www.kcbs.us.

About Historic BBQ

Founded in 2010 in Lebanon, Ohio, Historic BBQ was born of a love for BBQ and a dream of sharing that love, and hoping others enjoy it as much as they do. Ohio heritage and passion for sharing unforgettable BBQ is slow cooked into everything they do. It's great ingredients and inspired recipes. It's family, good friends, a lot of fun, the fellowship of being together, and the taste that makes you feel right at home. It's the spirit of BBQ. It's the stuff that legends are made of. Historic BBQ is a Myron Mixon Smokers partner team and has one of the most recognizable competition rigs in the country; known as the "Q-Hauler." Their hand-crafted products are winning on the professional BBQ circuit, helping people cook like the pros at home, and allowing restaurants/caterers/vendors to provide great flavor and dishes to their customers. They include spice rubs, Red – Pork & Poultry, Black – Beef & Bird, sauces, Original and Spicy, and their unique Sweet Vinegar Dressing. Learn more about them online at HistoricBBQ.com and follow them on social media for regular updates and news.

About Smithfield

A leading provider of high-quality pork products, Smithfield was founded in 1936 in Smithfield, Virginia, establishing the town as the "Ham Capital of the World." From hand-trimmed bacon and slow-smoked holiday hams to marinated tenderloins Smithfield brings artistry, authenticity and a commitment to heritage, flavor, and handcrafted excellence to everything it produces. With a vast product portfolio including smoked meats, hams, bacon, sausage, ribs, and a wide variety of fresh pork cuts, the company services retail, foodservice, and deli channels across the United States and 30 countries abroad. All of Smithfield's products meet the highest quality and safety standards in the industry. To learn more about how Flavor Hails from Smithfield, please visit www.Smithfield.com, www.Twitter.com/SmithfieldBrand, and www.Facebook.com/CookingWithSmithfield. Smithfield is a brand of Smithfield Foods.

About Smithfield Foods

Smithfield Foods is a \$15 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Farmland®, Armour®, Cook's®, John Morrell®, Gwaltney®, Nathan's Famous®, Kretschmar®, Margherita®, Curly's®, Carando® and Healthy Ones®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit www.smithfieldfoods.com and www.smithfieldcommitments.com.

Media Contacts:

Smithfield
Taylor Davis
TDavis@Smithfield.com
(816) 456-1430

Historic BBQ
John Gambill Jr.
johng@historicbbq.com
(513) 227-1100

KCBS
Mike McCloud
mikem@mmacreative.com
(800) 963-5227