

**HT****CAPITAL ADVISORS, LLC**

## HT Capital Advises Hormel Foods Corporation on its Acquisition of Ceratti®

**New York, NY – August 2017.** HT Capital Advisors is pleased to announce its role in the acquisition by Hormel Foods Corporation ("Hormel") of Cidade do Sol Alimentos, owner of the Ceratti® brand in Brazil.

Hormel, based in Austin, Minn., is a global branded food company with over \$9 billion in revenues across 75 countries worldwide. Its brands include *SKIPPY*®, *SPAM*®, *Hormel*® *Natural Choice*®, *Applegate*®, *Justin's*®, *Wholly Guacamole*®, *Hormel*® *Black Label*® and more than 30 other beloved brands. The company, a member of the S&P 500 Index and the S&P 500 Dividend Aristocrats, was named one of "The 100 Best Corporate Citizens" by Corporate Responsibility Magazine for the ninth year in a row, and has received numerous other awards and accolades for its corporate responsibility and community service efforts.

In 2016, Hormel celebrated its 125th anniversary and announced its new vision for the future – Inspired People. Inspired Food.™ – focusing on its legacy of innovation.

Cidade do Sol, under the popular Ceratti® brand, is a growing, value-added meats company in Brazil offering more than 70 premium products in 15 categories including authentic meats such as mortadella, sausage, and salami for Brazilian retail and foodservice markets. Established in 1932, Cidade do Sol is poised for continued growth given its strong reputation in the market and outstanding products, along with an unwavering focus on product quality, state-of-the-art technology, and transparency. The acquisition allows Hormel to enter the Brazilian market with a premium brand and will serve as a platform for future growth in South America.

HT Capital was retained by Hormel to identify opportunities in Brazil that fit their strategic criteria as well as advise them on the many facets of the acquisition evaluation and execution process.

HT Capital initiated and served as exclusive financial advisor to Hormel on this transaction.

### About HT Capital Advisors:

HT Capital Advisors is a private investment-banking firm based in New York City with representation in

*This announcement appears as a matter of public record only*



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, based in Austin, Minnesota

has acquired Cidade do Sol Alimentos  
dba



Producer and marketer of branded, value-added premium meat products such as mortadella, sausage, and salami for Brazilian retail and foodservice markets, based in São Paulo, Brazil

*The undersigned initiated this transaction and acted as exclusive advisor to  
Hormel Foods Corporation*

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Cleveland and Boca Raton. The firm specializes in domestic and cross border middle market mergers and acquisitions, recapitalizations, corporate valuations and other financial advisory services.

HT has advised on transactions in a wide range of food & beverage and other consumer product segments. For further information about HT Capital's merger & acquisition advisory services, please contact Tom Girardi, Managing Director, at (201) 881-6830 or [tgirardi@htcapital.com](mailto:tgirardi@htcapital.com), or Stephen Tardio, Managing Director, at (440) 571-1330 or [stardio@htcapital.com](mailto:stardio@htcapital.com).

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