

Omaha Steaks® Celebrates National Slow Cooker Month with \$5 Crock-Pot® Meals on January 10



In celebration of National Slow Cooker Month, customers looking for a high quality dinner solution can stop by any of Omaha Steaks® 70 retail stores nationwide on Wednesday, January 10, and take home the Crock-Pot® Meal of their choice for just \$5. This in-store only \$5 deal will be offered for one day - January 10; limit one meal per household, while supplies last.

These premium freezer-to-slow cooker Crock-Pot® meals are available in 17 different varieties from customer favorites like Beef Bourguignon and Chicken and Dumplings to new offerings like BBQ Mac and Cheese and Mississippi Pot Roast. Exclusively available at Omaha Steaks®, each all-in-one Crock- Pot® Meal serves a family of four.

Fifth-generation, family-owned Omaha Steaks® launched this slow cooker meal line in November 2016 through an exclusive strategic alliance with the Crock-Pot® brand. All the meals were specifically designed to help make preparing high-quality family meals convenient and easy using a slow cooker.

"At Omaha Steaks®, we understand that busy families struggle to find the time to bring delicious meals to the dinner table," said Todd Simon, Senior Vice President and Family Owner. "With our Crock-Pot® Meals, we have not only eliminated the need to spend time shopping for ingredients and preparing the meal, but also have relieved the pressure some families feel rushing to prepare meal kits from subscription services before they spoil," Simon said. "Our meals are created using quality ingredients and premium proteins for a variety of dinner options that kids and parents alike enjoy."

The company plans continued expansion in the meals category with additional Crock-Pot® options being introduced later this year.

These products are available exclusively through Omaha Steaks® either online or at its 70 retail store locations nationwide. For more information about Omaha Steaks® meal options, visit www.OmahaSteaks.com.

About Omaha Steaks®

Omaha Steaks®, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company that markets and distributes a wide variety of the finest quality USDA-approved, grain fed beef and other gourmet foods including seafood, pork, poultry, side dishes, appetizers, complete meals and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-960-8400, online at www.omahasteaks.com or at retail stores nationwide.

About the Crock-Pot® Brand

As the category originator, Crock-Pot® slow cooker first debuted over four decades ago as a simple bean cooker. The brand firmly believes that nothing brings good times and good friends together like delicious food and continues to deliver on its beliefs by creating new innovations that address the needs of households today. For more information and where to purchase, please visit Crock-Pot.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Crock-Pot®, Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play. This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

