



NEWS RELEASE...

MEAT SNACKING POISED FOR MAJOR EXPANSION IN THE UK

Bagged meat snacking products provide the tasty alternative to traditional savoury snacks that many UK consumers are clamouring for – and with it a major new profit stream for retailers.

That's the view of Jack Link's, the world's largest ready-to-eat meat snacking brand, which is focusing on the UK as the heart of a major European expansion programme.

The news follows the appointment of sales, marketing and distribution specialist Petty Wood to spearhead its growth in the UK.

"Meat snacks offer high unit sales value and high cash margin for retailers," says Michael Ollerup, Jack Link's European Managing Director. "The caddy takes up a relatively small amount of shelf space and with our selection of clip strips they can offer an entirely incremental sales and margin opportunity."

MORE...

MEAT SNACKING POISED FOR EXPANSION - 2

The company will be running a national PR and marketing programme throughout 2010, targeting people who lead an active lifestyle or those who simply want a substantial snack.

“We’ll be introducing some healthy competition to the market and to begin with will be educating people as to what meat snacking products are all about,” adds Michael Ollerup.

“We will be focusing on both product quality and convenience, against the backdrop of the nation striving to eat more healthily. Most consumers don’t realise that the best quality meat snacking products such as ours are made from tender, premium cuts of beef which are seasoned and dried. It’s a simple, natural cooking process that results in great-tasting products which are high in protein, but low in fat, calories and carbohydrates.”

Jack Link’s will be focusing its support on products launched into the UK this year. These include two varieties of Beef Jerky (Original and Sweet & Hot) and Beef Steak Bites (Original and Teriyaki). Both are available in 75g and 25g pack sizes.

- ends -

Information issued on behalf of Jack Link’s by MTJ Associates. For more details, please call Martin Jackson or Claire Murgatroyd.

Tel: 01772 421442

Issue date: November 2009