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**TASTE BUDS AWAKEN WITH NEW STEAK HOUSE FLAVOR AND  
DELI-STYLE SNACKS FROM JACK LINK'S® BEEF JERKY**  
*Nation's Meat Snack Leader Introduces A.1.® Flavored Meat Snacks and New Deli Cuts*

**MINONG, Wisc.** — Jack Link's® Beef Jerky, leader of the over 2-billion dollar meat snack category, beefs up their product offerings with the introduction of six innovative new snack items – two A.1.® Steak Sauce-branded meat snacks and an entirely new deli-style product line. New mouth-watering varieties include:

- Jack Link's A.1. Steak Sauce Beef Jerky
- Jack Link's A.1. Steak Sauce Beef Steak Nuggets
- Jack Link's Deli Cuts Sausage Bites – Original & Pepperoni
- Jack Link's Deli Cuts Sausage Sticks – Original and Pepperoni

“Jack Link's Beef Jerky is steeped in a heritage of over one-hundred years of quality and pride and for years, Americans' have trusted and enjoyed A.1. Steak Sauce. The marriage of these two products was a natural. We're proud to bring the A.1. Steak Sauce name and flavor to two of our premium meat snacks – they complement each other well,” said Bret Ocholik, Vice President Marketing, Jack Link's Beef Jerky. “The introduction of Deli Cuts to our product line also allows us to offer a softer, moister snack while maintaining the premium quality that is the hallmark of Jack Link's products.”

**Jack Link's A.1. Steak Sauce Beef Jerky and Steak Nuggets**

Jack Link's has created the perfect combination for steak lovers by melding the savory taste of A.1. Steak Sauce into slow-cooked, tender slices of 100 percent beef. Naturally low in fat, the 97 percent fat-free snack is low in carbs, yet high in protein. Premium steak house flavor in a convenient, re-sealable, 3.65oz. package – no steak knife required.

"A.1. Steak Sauce has long been helping Americans create the perfect steak dinner, and we are excited about giving them the chance to have this great flavor combination in an easy, ready-to-eat snack. Partnering with Jack Links, with their strong brand and high quality meat products, makes a lot of sense for us," said Stephanie Hurlbert, Brand Manager for A.1. Steak Sauce.

### **Jack Link's Deli Cuts Sausage Bites and Sticks**

Just like Jack Link's Beef Jerky, Deli Cuts Sausage Bites and Sticks are made with premium cuts of meat, flavored with the finest spices and hardwood smoked for a mellow, authentic, Old World sausage flavor. Both Deli Cuts Sticks and Sausage Bites are available in original or pepperoni flavors, and are great as a between-meal snack or served as an appetizer - pairing them with cubes of cheese on a skewer, for example, makes for a tasty treat.

Deli Cuts are the perfect snack for today's on-the-go snacker. Softer and moister than Jack Link's Beef Jerky, Deli Cuts are a convenient grab-n-go snack that is ideal for a long road trip, a gathering with friends, or any occasion in between. Deli Cuts Sausage Bites are available in a convenient four-ounce bag, while Deli Cuts Sticks are available in either four or seven stick packages.

### **About Jack Link's® Beef Jerky**

Jack Link's Beef Jerky is the leading U.S. meat snack brand and fastest growing meat snack manufacturer worldwide. As the recognized U.S. meat snack market leader, the Jack Link's brand appeals to consumers' sense of freedom by encouraging them to feed their wild adventurous side and enjoy hearty Jack Link's meat snacks. Jack Link's Beef Jerky provides a diverse portfolio of products, marketing and sales expertise to retailers worldwide. For more information, please visit [www.jacklinks.com](http://www.jacklinks.com).

### **About IMC Licensing**

IMC Licensing, the nation's leading licensing agency specializing in consumer brands, negotiated the agreement with Jack Links and Kraft Foods to develop these brand extensions. IMC Licensing is the nation's leading licensing agency specializing in consumer product brands. Firmly grounded America's heartland, IMC turns brands into great new consumer products that delight consumers and expand the long-term value of our clients' iconic trademarks. In addition to Kraft Foods' portfolio of brands IMC represents Anheuser-Busch, Cub Cadet, Remington Arms, TABASCO and Wm. Wrigley Jr. Co., among others. For more information, please visit [www.imclicensing.com](http://www.imclicensing.com).

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