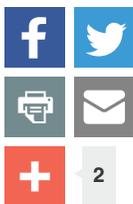




Jeff's Famous Beef Jerky Debuts Line

The specialty brand shakes the category as it releases an innovative lineup to the popular sector

by **Lilian Diep**



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Jerky is a vast category that appeals to the active eater, the casual consumer, and the gift-giver for any occasion. But, as tastes have evolved over the years, so too has the category. To meet the ever-evolving tastes shoppers are looking for on snacking shelves, Jeff's Famous Beef Jerky is helping expand the category with a wide variety of flavors and offerings. The company provides just the experience today's eager

consumers are looking for with its **expansive range of products**, and I couldn't wait to get my hands on them as I got in touch with Jeff Richards, Founder and Chief Executive Officer.



Jeff Richards, Founder and Chief Executive Officer, Jeff's Famous Beef Jerky

“Since the start of the COVID-19 pandemic, we did a lot of **product expansion last year**,” Jeff shares with me. “Our newest product line, Brisket beef jerky, is 100 percent natural and extra tender. The lineup is a top seller and joins our other award-winning products.”

Available in Natural Orange Mango, All Natural Teriyaki Brisket, All Natural Classic Original, and All Natural Sweet & Spicy Brisket, the new beef jerky lineup is gluten-free and available in 2.75 oz resealable bags. The most popular flavors, Teriyaki and Sweet and Spicy, are offered in 7 oz resealable bags as well.

Jeff's mission has always been to make the most flavorful, mouth-watering, and tender jerky on the market. After trying a few myself, I now am constantly scanning the other flavors and protein types the company has available! Not only does the jerky maker **hit shopper favorites** like Sweet Teriyaki, Sweet & Smokin' BBQ, and Old Fashioned, but wild cards such as Ghost Pepper Sriracha, Maple Bacon, and Vegan Roasted Garlic & Black Pepper are featured in the company's expansive lineup.



Jeff's Famous Beef Jerky is expanding the category as it unveils a new line: Brisket beef jerky

“Most of the flavors have won awards and earned multiple five-star ratings from professional reviewers, and some have multiple awards,” Jeff continues. “To get to that point, most of our products were refined for **over three decades** before we ever sold anything. We offer a wide variety of soft and tender fusion jerky flavors—more than 20—and every year we add more.”

Many of the flavors are **low carb and low sodium**, which fits the bill for most health-conscious consumers perusing aisles in search of products that are delivering on both flavor and quality. By using premium ingredients, Jeff's Famous' products are tender, soft, and live up to their name.



By using premium ingredients, all of Jeff's Famous' products are tender, soft, and live up to their name, garnering multiple five-star ratings and titles

“The very first year we launched the company, we were privileged to win the title of **Best Jerky in America** as the 1st place winner in a six-week, 64-brand jerky competition for our Black Pepper and Sea Salt flavor,” Jeff tells me. “After that, Forbes Magazine called us a pioneer of the new gourmet craft jerky movement. Later, Men’s Health Magazine called our Jalapeno Carne Asada flavor, ‘One of the Best Jerky Products on the Planet.’”

To date, Jeff’s Famous Jerky has sold over one million bags of jerky since it started. And with an expansive lineup full of low carb, low sodium, and Keto-friendly flavors, it’s hard to imagine these products staying on retail shelves for long. Jeff’s Famous Jerky is available online to the consumer on its site and is available directly to retailers and event vendors throughout the United States through its wholesale program.

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