

**Western's
SMOKEHOUSE**



simply good



News Release

FOR IMMEDIATE DISTRIBUTION

Western's Smokehouse Announces New "Simply Good" Snack Sticks New Line of Meat Snack Sticks Aimed at the Healthier Eating Consumer Trend

Greentop, MO – May 9, 2018 – Western's Smokehouse, LLC today announced the introduction of a new line of meat snack sticks that target a growing consumer trend for healthier products in the marketplace. We keep it simple, and simply delicious! Our new "SIMPLY GOOD" meat sticks contain only lean cuts of beef and pork and our award-winning spices, nothing more. Left out are the things you try to avoid... nitrites, nitrates, gluten, MSG and soy! Simply put, "snack stick perfection"!

"Snacking has become more popular as an alternative to the traditional three meals a day, with a particular focus on protein," says Kevin Western, Chief Operating Officer at Western's Smokehouse. "Today many consumers are looking to live happier and healthier life styles, and with less predictable eating times, consumers are forced to fuel up when they can. Clean, simple ingredient lists are becoming increasingly important, as more consumers turn away from products having preservatives and gluten. At Western's, we continue to adapt our offerings to meet customer demand, and we are very excited to introduce the new Simply Good line to the market."

General availability of the Simply Good line of meat snack sticks is scheduled for July 1st, 2018.

About Western's Smokehouse

Western's Smokehouse is a family owned and operated manufacturer of premium quality smoked meat products including Hickory Smoked Meat Snacks. The individually wrapped, shelf stable meat snack sticks are available for nationwide distribution and shipping. Western's has a tradition of providing the highest quality products and service to our valued customers, and we do so by faithfully adhering to our mission of never compromising quality, value, and service to our customers. Learn more at www.westerns-smokehouse.com, and follow us on Facebook and on Twitter.

Western's Smokehouse meat snack sticks are currently available throughout the US in convenience stores, grocery, K-12 schools, and assorted retail chains.

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