

Omaha Steaks® Launches Steak Snacks in Retail Stores Nationwide



America's Original Butcher™, Omaha Steaks®, today announced the debut of an exclusive line of premium Omaha Steaks® Steak Snacks, available in retail grocery stores nationwide. This new venture is the first of its kind for the 100 year-old, family-owned company that has previously sold only through its own channels.

The new Omaha Steaks® Steak Bites are made from premium sirloin with no additives and no artificial ingredients for a genuine, great tasting, protein-packed snack. Product of the USA, all the Omaha Steaks® Steak Snacks are authentic, produced by a family owned butchering company that customers have trusted for five generations.

The Omaha Steaks® Steak Snacks are available in three varieties – Beef Jerky, Beef Sticks and Steak Bites. The pure, no additive nature of the complete line requires that each package be refrigerated after opening. Flavor profiles vary within each category:

<u>Beef Jerky</u>	<u>Beef Sticks</u>	<u>Steak Bites</u>
Original	Original	Original
Teryaki	Teryaki	Teryaki
Hot and Spicy	Jalapeno	Peppercorn
		Sriracha

Beef Sticks Steak Bites
Original Original Original
Teryaki Teryaki Teryaki
Hot & Spicy Jalapeno Peppercorn
Sriracha

"As America's Original Butcher®, we were tired of seeing people settle for low-quality meat snacks," said Todd Simon, Senior Vice President and Family Owner. "We knew we should provide the best possible, top shelf meat snack product available and that's exactly what we are doing. Our Omaha Steaks® Steak Snacks are the real deal – real smoked beef with no preservatives, produced by real butchers right here in the United States. We are confident that our Steak Snacks are the best you can buy."

For more information, visit www.OmahaSteaks.com/jerky.

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.

