



“MEATZILLA” GIANT JERKY BAG TAKES OVER “MEATSNACKING DISTRICT” ON NATIONAL JERKY DAY



National Jerky Day is June 12

National Jerky Day was created by Jack Link's in 2012 and celebrated every June 12 to commemorate America's love for meat snacks and unadulterated desire to “Feed Their Wild Side.” On June 12, 2015, Jack Link's will unveil “Meatzilla,” the unofficial world's largest bag of jerky, certified by Jack Link's.



“MEATZILLA”

The three-story high, monster-sized bag of Jack Link's Original Jerky will be suspended from an enormous crane truck near Gansevoort Plaza in the Meatpacking District where we will reclaim it as the “Meatsnacking District” to the delight of jerky fans.

Measuring 30 feet tall by 28 feet wide, the bag showcases Jack Link's new packaging design featuring a bolder look and simplified label.



Jack Link's new product formulation

Jack Link's has introduced a new product formulation addressing the desires of consumers who want cleaner labels and healthier snacks without sacrificing taste. A 1-ounce serving of Jack Link's Original Beef Jerky, for example, is packed with 12 grams of protein, just 80 calories, and is 95 percent fat free. In addition, the new product formulation for all jerky products features no added MSG, no artificial preservatives and no added sodium nitrate.



Perfect on-the-go snack

Conveniently packaged and requiring no refrigeration, Jack Link's makes for a quick and satisfying take-along snack. It is available in flavors ranging from sweet to savory to spicy and everything in between, and is made from premium lean cuts of beef, turkey, chicken or pork.



Feeding America and Food Bank For New York City donation

Jack Link's will donate a full ton of jerky to Food Bank For New York City, part of the Feeding America network, the nationwide group of 200 food banks that leads the fight against hunger in the United States. Protein snacks are important to food banks and this donation will provide 409,600 grams of protein or 51,200 servings of jerky.

Each year, Jack Link's gives over \$1 million in meat snacks to charities, as well as hosts annual events to raise funds for education systems located in communities where it has facilities.



Win a year's supply of jerky

Consumers can enter for a chance to win a year's supply of Jack Link's jerky by submitting a photo with a bag of Jack Link's, including #Meatzilla and tagging @JackLinks.