

MSU Product Center

For Agriculture and Natural Resources

Funding: USDA Rural Development Cooperative Service Market Advisor: The Hale Group

[Use of this material is subject to caution.](#)

Beef Snacks – Many opportunities

Market drivers that provide many opportunities

- There are many opportunities for beef snack products that appeal to the demand drivers of **ethnicity**, **indulgence** and **convenience**.

Specific opportunities

- Different flavorings could be used to appeal to Asian and Hispanic consumers. One example is teriyaki flavored products which are preferred by young people and those living in the West.
- Blacks and Hispanics consume more beef than other groups. Bilingual packaging could be used to appeal to Hispanic consumers.
- Midwesterners and males consume far more beef than women and residents in other parts of the country. This presents opportunities for Michigan beef interests.
- Softer textures and bite sized pieces would add convenience and could be used to appeal to females and children. These groups consume fewer meat snacks than young males.
- One way to appeal to indulgence is through the use of hot and spicy flavors of beef snacks. These snacks are especially popular with traditional consumers of beef snacks.
- Organic beef is just beginning to become more common. Organic beef snacks are a natural extension of this market.
- There are regional differences in beef snack preferences. Midwesterners prefer regular flavored snacks, Northeasterners prefer smoked meat snacks and Westerners have a stronger preference for teriyaki flavored snacks.

New product examples

- Scooter Snack's Roasted Garlic Beef Jerky snacks available online and in gourmet retail stores.
- Jack Link's Jalapeno Seca/Beef Jerky with bilingual packaging.
- Jim Beam, Kentucky Bourbon Beef Jerky, dried and smoked in Jim Beam Bourbon.
- Oscar Meyer, Deli Snackers, beef salami, meat sticks, available in a 4 pack.

Special issues

- There has been major investment by private label brands in the beef snack market. This could reduce market access for traditional outlets. Convenience stores account for 46 percent of meat snack sales and are the largest outlets.
- However, this market is growing, non traditional outlets such as vending machines, hunting and fishing retailers, truck stops, dollar stores and others show promise.
- One way to address distribution issues is through the use of a strategic alliance with an established food manufacturer or distributor. For example, Oberto Sausage Company has entered into an agreement with Frito-Lay to distribute Oberto meat snacks.
- There does appear to be some ability to sell indulgence products through gourmet stores.

Keys to success

- Consider whether or not it would be possible to combine products attributes to appeal to more than one demand driver. Consider alternative marketing arrangements such as cooperatives or contracting with retailers or wholesalers.

Sources

Mintel. Meat Snacks.