

The Spotlight is on...

Western's Smokehouse is a family-owned business located in Northeast Missouri. They produce quality smoked meat products that are a great fit for convenience stores and fueling station applications.

Western's Smokehouse was founded in 1978 by Sam Western. The company originated as a local retail store and butcher shop that offered the finest selection of hickory-smoked and fresh meat to the area. Over the years, Sam began to create his own brand of smokehouse flavors for jerky, sausage and barbecue sauces; his recipes winning awards all over the world. As time went on, people from around the country began making

Western's Smokehouse a destination for their specialty meats. By popular demand, Western's began a catalog order of their specialty meat products that continues today.

In 1992, Sam's son, Kevin, joined the business and together they have continued to perfect the family recipes and smokehouse processes. In 2002, Western's Smokehouse launched their unique meat snack stick and jerky products for national distribution. Their slogan is "Taste the Difference". That difference is evident in the unique, award winning flavors they offer. Western's Smokehouse's one ounce meat sticks are offered in 8 flavors; Original, Barb-B-Que, Jalapeno, Smoky N Sweet, Smoky Bacon, Mandarin Teriyaki, Cajun, and Pepper Bacon. Their .75 ounce all beef jerky is offered in 3 flavors; Original, Pepper Bacon and Mandarin Teriyaki.

In addition to a variety of flavors their products are low calorie, low carbohydrate, gluten free, peanut free, and contain no MSG or trans fats.

Western's Smokehouse snacks are fully cooked, individually packaged, shelf stable products with a shelf life of 9

months. The 6/24 pack comes with its own compact, disposable display case in each order. The individual 24 pack cartons are compact and fit in many product display rack typically used by convenience stores. They offer low minimums for pre-paid shipping of orders.

"The superior quality and taste of our products is what sets us apart from our competition," explains Kevin Western, Owner.

Western's Smokehouse has been doing business with customers in South Eastern Iowa for 30 years. They are new members of PMCI and will be exhibiting in Booth 413 at the Iowa Marketers Expo in November.

"We see joining the association as an excellent way to promote our company and product line to the decision makers in the Iowa convenience store and fueling station market," explains Western.

In addition to the Iowa Marketer's Expo Western's Smokehouse will also be a first year supplier at the 2009 NACS Show in Las Vegas.

For more information on Western's Smokehouse and their products visit www.westerns-smokehouse.com or contact Suzette Willoughby, National Sales Manager at (660) 341-1355 or suzettew@marktwain.net.



WESTERN'S SMOKEHOUSE

