

**The Best
of Canada
in Every Piece**



McSweeney's Premium Jerky & Meat Snacks

McSweeney's Premium Jerky & Meat Snacks is a Proudly Canadian company that is proud to support Canadians across this great country.

For over 25 years, McSweeney's has worked hard to become one of the leading Canadian brands of meat snacks. With many product lines and flavours to choose from, the McSweeney's brand has continued to see growth year after year. We listen to what consumers are asking for and bring innovative, new items to market quickly.

Quality. Integrity. Value.

McSweeney's is supported by the brand pillars of Quality, Value and Integrity. For great retailers and distributors such as yourself, for our Canadian meat producers, and for our production and logistics partners, we are committed to supporting the hardworking Canadians throughout our supply chain. In all that we do we follow these brand pillars, delivering exceptional products to Canadian consumers and businesses looking to share in our support of our great country.

In a recent survey of 500 Canadians, 91% believed it was important to support Canadian brands and business. Nearly 89% found that knowing that the source of production and ingredients were Canadian influenced their buying decision.



McSWEENEY'S

PROUDLY CANADIAN

FIÈREMENT CANADIEN



Premium Jerky & Meat Snacks

All Beef Sticks

Made with
Fait avec

100%

Canadian Beef
bœuf canadien



*An easy grab-and-go snack
made with 100% Canadian
beef that's high in protein!*



100% Canadian All Beef Sticks

Meat snack sticks are a fast-growing category for Canadian retailers. And when Canadian consumers spoke, we listened. McSweeney's All Beef Sticks offers consumers the choice of a delicious stick containing no pork or those who prefer the taste of all beef.

Made with 100% Canadian Beef, our three most popular flavours—Original, Teriyaki and Hot All Beef Sticks—are a premium addition to your meat snack section. Each All Beef Stick is high in protein, gluten free and naturally smoked, delivering a satisfying flavour that continues the McSweeney's tradition of premium, best tasting and proudly Canadian meat snacks.

And we've made it easy to find them on the shelf! Each boldly coloured retail ready shelf caddy immediately stands out from not only the competition, but there'll be no mistaking these for our pork and beef pepperoni line. Each shelf ready caddy comes preloaded with 16 sticks of delicious all beef goodness. McSweeney's All Beef Sticks are a great addition to any meat snack section.



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The Details on Our Proudly Canadian All Beef Sticks

Listed here are all the relevant package and ordering details you need to know when considering McSweeney's Premium All Beef Sticks. If you have specific questions regarding this product, or any others within our full product family, please give us a call. We'll be happy to help you.

Product Information

ALL BEEF STICKS	WT (g)	Item#	UPC	Case Size	Shelf Life
Original All Beef Sticks	50g	25820	7-7891825820-1	64 (4 caddies of 16)	1 year
Hot All Beef Sticks	50g	25821	7-7891825821-8	64 (4 caddies of 16)	1 year
Teriyaki All Beef Sticks	50g	25822	7-7891825822-5	64 (4 caddies of 16)	1 year

Merchandising & POS Support

- Retail Ready Caddy Boxes
- 2-Tier Counter Wire Racks
- 1', 2' and 3' Wire Racking with Top Shelf



Premium Jerky & Meat Snacks



Direct Plus Food Group
1-877-577-5220
www.mcsweeneys.ca



Merchandising & POS Support



Our 1', 2' and 3' wire racks provide a complete merchandising solution for displaying McSweeney's Premium Jerky & Meat Snacks within your store. They can be set up in-store to hold just about every McSweeney's meat snack in a single, eye-catching, convenient location... maximizing your return on every square foot.

Providing tools for a successful partnership

We're often called experts in the world of meat snacks, not just in producing such a premium product line, but also in presenting such a great offering to a busy market within a crowded space. We proudly leverage our expertise to help you get our products into your consumer's eager hands.

That's why McSweeney's has created a number of racks, bins and display tools to assist you in merchandising our McSweeney's products in your store. From a 3' wire rack to a single-tier bulk pepperoni bin, we can provide a number of display solutions that are designed to get a lot of attention while using as little room as possible... all so you can maximize your return.



McSWEENEY'S

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The Details on Our Available POS Support & Merchandising Displays

Listed here are all the relevant ordering details and dimensions you need to know when considering our McSweeney's Point of Sale and Merchandising options. If you have specific questions regarding one of our products, please contact our office, we'll be more than happy to help you.

POS SUPPORT	Item #	Dimensions (LxWxD) (inches)
1 FT Meat Snack Rack (Double sided)	30051	49.5 x 14 x 7.5 (one sided) 49.5 x 14 x 14 (two sided)
2 FT Meat Snack Rack	30095	48 x 24 x 12
3 FT Meat Snack Rack	30096	48 x 36 x 12
Portable Rack	30013	34.375 x 28.375 x 11.625
2 Tier Pepperoni / Beef Steak Strip Counter Rack	30022	11 x 8 x 8.25
1 Tier Bulk Pepperoni Bin	30043	11.75 x 7 x 4.75
Pep'N Ched Shelf Bin (Three per Case)	30081	10 x 5.125 x 3.375
Pep'N Cheddies Shelf Bin	30140	10 x 7 x 3.375
70g Original & Teriyaki Jerky 48-Count Pre-Pack Shipper	25587	48.75 x 8.5 x 13.25
125g Original & Teriyaki Jerky 40-Count Pre-Pack Shipper	25727	56.75 x 9 x 13.5
200g Original Beef Jerky 40-Count Pre-Pack Shipper	25734	56.75 x 9 x 13.5
150g Original & L'il Peps 40-Count Pre-Pack Shipper	25604	48.75 x 8.5 x 13.25



From single Retail Ready trays, to our Bulk Wrapped Pepperoni Bins, McSweeney's has a number of display and rack options to suit your store's layout.



Pep'N Ched and Pep'N Cheddies Shelf bins are an ideal way to merchandise our Combo Sticks.



34.375"

28.375"



11.625"

Portable and easy to move, McSweeney's portable rolling rack will catch consumers' eyes with the built-in artwork to tell the local Canadian Story.



Our Pre-Pack Shipper displays are available in a number of product variations to target your consumer's snacking desires. Header cards are interchangeable to feature specific promotions and contests. Contact your representative to learn more.



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Supporting animal welfare.

Introduction

At McSweeney's we're in the business of preparing and packaging the best meat snacks in Canada. We don't own or operate any farms, but we understand the fundamental importance of good animal welfare practices and the link between animal health, animal welfare and food quality/safety. As an organization, we are committed to sharing the same values as our consumers, which includes looking after the welfare of animals raised for our products.

Scope

It is our intention that all meat producers and processors associated with the McSweeney's brand must ensure good welfare conditions for all farm animals. We believe there are always better, more compassionate ways available to raise animals.

Our commitment

Over the next five years, we will work with our partners and suppliers to put those methods into full practice.

Today, we already require animal welfare audits from processors who are suppliers of McSweeney's. This animal welfare program is an extension of that policy and a commitment to living our values at the farm level. Annual targets for farmers and processors will be monitored and assessed by an advisory body to ensure we meet our strict goals. In doing so, not only will McSweeney's be improving the lives of animals raised for our products, but we hope our commitment will inspire the right behaviours from other meat snack producers and the farms who supply our highly valued Canadian Beef.

