



Expert's Guide to Making Money Selling Jerky

Great Tips | Professional Advice | Proven Results and MUCH MUCH MORE!

Welcome

Thanks for your interest in the JerkyWholesale.com - Insider's Guide to Making Money Selling Jerky. We have been selling jerky and meat snacks for years both online and offline in traditional brick and mortar locations. We have helped set up everything from small, one or two person operations all the way up to large chain stores to profitably sell jerky. We have seen what kinds of products and strategies work, and just as important, what products and strategies don't work. Now we are proud to present all of the information that we have learned over the years to you.

With so many customers asking us to help set them up, we finally figured out that to ensure our customers are successful, we need to make this information more readily available. So we put this ebook together to better help you get started and give you a kick-start to launching your jerky selling venture. If you understand the concepts presented here and merchandise the right products in the proper way...you will be further along on your quest to dominate your market on your first day than most people are in their first few years. Thanks again for your interest in what we have to say. I hope you find it as valuable as our other customers have. I look forward to helping you get started!

Genuinely,

Douglas Patrick Iske, President

JerkyWholesale.com

Why Sell?

“We have many very successful customers who make a comfortable living selling jerky...and many of them do it for different reasons.”

Some do it for something to do on the weekends to subsidize their income and some have made selling jerky and meat snacks their own full-time business. Others put jerky displays in their existing places of business to capture extra sales from their customers. Even though these customers may have different reasons for selling jerky, they all have something in common...

They all started with these basic principles:

- Most jerky sales are impulse purchases
- Demand for jerky is high and steady
- Many jerky consumers' expectations have been set low
- The demand for the product is high and the supply of quality products is low



Jerky is an Impulse Buy

Jerky purchases are largely what we call “convenience purchases”. This means that most of the purchases for jerky aren't made by consumers who sought out jerky to buy...but they are in line at the gas station or checkout line at the grocery store and it's right there in their faces. It always sounds good so people grab a bag right before they checkout. They didn't leave their houses thinking, “I'm going to go buy myself some jerky” but they end up buying some!

These are convenience purchases and they are generally some of the easiest types of sales to make. It doesn't usually take a lot of “sales pitch-y” type work...it's usually all about being in the right place at the right time (we will talk about on places to sell jerky).

Demand is High and Steady

The demand for jerky is high? Yes! Think about it...who doesn't like jerky? I can probably count on one hand how many people I have ever heard say “I don't like jerky” (vegetarians and vegans don't count!). What's not to like? Jerky is simply dehydrated meat...so anyone who likes meat pretty much likes jerky.

Have you ever seen a bag of jerky go uneaten? It's usually gone shortly after it's purchased...certainly after it's been opened. These are indications that the demand is steady from a wide range of people, not a limited segment of the market.

Do you need a little more data to back this up?

💰 1/4 of all households in the U.S.A. purchase meat snacks on a regular basis.

💰 Within the jerky market, women and children are a growing segment of the consumers which is trending to be sustainably growing for years.

💰 The repeat business of the industry generates consistently growing revenues and profits.

Consumers' Standards Are Set Low

Most of the products available on the market are mass-distributed, imported products from South America that do NOT represent the the highest quality that jerky can be. In fact, in our biased opinions, they are the lowest quality of products on the market. Since these products have such wide distribution, they are what most people identify with when they think of jerky.

“The low quality of the products combined with the high brand awareness sets the bar of expectations VERY LOW!”

This is where the opportunity lies!

Because jerky has such a high demand and these cheap products have set the expectations so low, when consumers get a higher quality product (which isn't hard to do!), they are hooked on it! Use this to your advantage!

Demand is High & Supply of Quality is Low

If you like jerky and you want a good selection of it, where do you go? Most cities don't have stores that specialize in jerky so someone looking for something of higher quality or a wider selection of jerky products has to go online to buy good jerky...it's not as convenient as buying it locally, but compared to the products they have access to in town, it's worth the wait.

The lack of places to buy high quality jerky that gives them instant gratification is another opportunity for you to capitalize on!

A wide selection of high quality jerky in well-trafficked areas is the formula for success!

Game Plan to Sell Jerky

Now that we have covered the supply and demand aspects of selling jerky to prove to you why you should sell jerky, let's talk about how you go about putting a plan together to successfully sell jerky.

There are many factors that go into putting a full business plan in place, but since we are jerky experts and not accounting experts, we will focus on the big 3.

The 3 primary focuses:

- Knowing Your Customers
- Your Product Assortment
- Merchandising and Displays



Knowing Your Customers

Knowing your target market seems like an obvious thing, right? But what does that mean??? Well, in simple terms, it means matching your product assortment to match your customers needs. For example, you wouldn't try to sell a Rolls Royce to a customer who is looking to buy a Honda, would you? And you probably wouldn't be very successful in talking someone who was looking for Rolls Royce to buy a Honda instead. Believe it or not, selling jerky is the same way. Granted, the Rolls Royce to Honda example is exaggerated, but the same principals apply.

“Be able to understand what types of products match up to different types of customers!”

In our experience, there are two main segments of the market:

- Customers who buy based on price
- Customers looking for specialty products



Customers Who Buy Based on Price

Customers who buy on price alone are generally expecting to pay the same price that they can get the mass-distributed jerky for. If you have a line of products that is high quality but value priced (to fit in the customer's expected price range), the sale should be easy. It is as simple of a pitch as “same price, way more quality”. Easy as pie! The customer gets a ton more value for their money because they get a higher quality item for the same price they would pay for the gas station junk...and you made a sale and have a new customer!

Everybody wins! Yes, we have the PERFECT line for this. More on it later.

But here is a sneak peak if you just can't wait - Check out the Buffalo Bills products here: [All Buffalo Bills Products](#))

Customers Looking for Specialty Products

Customers who are looking for “gourmet” products are different than price-driven customers. **These types of customers actually expect to pay a few bucks more for a higher quality product or a unique or novel product.** Products of the highest quality and of the best ingredients (No preservatives, no nitrites, free-range meat, etc) provide the value-add that these customers want to see and they sell for higher price points than other products. Let me give you some examples of three different types of customers that we have:

1. The first type that we will cover are our resellers that are specialty retailers who sell high-end food products. Their customers expect all of the products in the store to be of the highest quality available and they are willing to pay a premium for these products (think Rolls Royce).
2. Another example of this would be an alligator farm in Florida who has tons of tourists come to their location for a tour of the farm. Where do most of these tours end? In a gift shop! The customers are ready to spend their money on niche items...and in this case, our Alligator Jerky is perfect for that.
3. The last example of some of our customers are those who own convenience stores. Convenience store customers are usually looking for a quick and easy purchase, and they don't want to have to put a lot of effort into making a purchase in a convenience store. There isn't much opportunity to explain to these customers why one product is better than another...that doesn't sound very convenient at all, does it? These resellers generally look for “tried & true” products that are priced very competitively. Usually, gourmet products or specialty products don't sell as well for them as the main staples of beef jerky and beef sticks.

Regardless of how different each of these three businesses are from each other, the proprietor of each place applies this same basic principle - understand the customer and match the product assortment to their needs.

Your Product Assortment

Once you understand who your customer is you can begin putting together the product assortment to best suit their needs. The assortment of products that you offer your customers is one of the most important things for you to consider at the early stages of your business. Often, it is this assortment that brings the customers to you and it can increase (or decrease) the chances of you making the sale. Your assortment will not only help you acquire customers, but it may very well be the reason they come back to buy more.

Make sure your selection makes a positive impression on everyone who sees it!



Beef is Always King

If you are going to sell meat snacks you have a lot of options for different types of products to sell. But the one that you must have is BEEF JERKY! More than likely, that's what brought you here, isn't it? It's the main staple of any meat snack line-up. But no matter what your venue or who your customer is, beef jerky should be the start of your assortment...not the end.

Here is something you may not know, the term 'beef jerky' is used by your customers in several different contexts. Technically speaking, jerky is meat with the moisture removed from it to make a lean and mean, protein-rich snack. This is the type of product that most people think of when they hear 'beef jerky'. But, some customers use the term 'meat sticks' interchangeably with 'beef jerky'. When you say 'beef jerky' to them, they immediately think of a meat stick, which is a completely different product.

Because of this, make sure that your assortment has at least some meat sticks in it.

By offering a selection of meat sticks in addition to beef jerky in your assortment will ensure you capitalize on every opportunity to make a sale!

Exotics Add Legitimacy

Another big opportunity to position yourself in your market is by offering a wide range of jerky types. Most places that sell jerky only sell beef jerky, but there are many other types of jerky that sell very well. Including:

- Turkey Jerky
- Venison Jerky
- Buffalo Jerky
- Ostrich Jerky
- Bacon Jerky
- Kangaroo Jerky
- Wild Boar Jerky and more!

It's pretty difficult for someone to walk-by a bag of Kangaroo Jerky and not do a double take, stop to look at it or talk about it with you. Some of these products are more common than others and you will sell more volume of them. Turkey Jerky, Venison Jerky and Buffalo Jerky all have very strong followings with certain customers. Some of the other exotic jerky products are like novelties and people buy them just out of curiosity and also make for very unique gift items.

Having other jerky types in addition to beef jerky will set you apart from everyone else and help give you an identity in the market!

Flavor Keeps 'em Coming

We know most people like beef jerky but everyone has different preferences in flavor. Keep this in mind when you put together your product assortment. Think of it this way, if all you sell is mild flavored beef jerky and a customer who likes hot beef jerky is looking at your assortment, what's the chances of you making a sale to that customer? It's certainly much lower than if you offered a hot flavor...and it will probably take a lot of work if you do make the sale!

By offering the widest selection of flavors, you dramatically increase the chances of closing the sale on as many customers as possible!

Product Assortment Recap

- 1. By offering a wide range of meat sticks in your product assortment will ensure you capitalize on every opportunity to make a sale!*
- 2. Having other jerky types in addition to beef jerky will set you apart from everyone else and help give you an identity in the market!*
- 3. By offering the widest selection of flavors, you dramatically increase the chances of closing the sale on as many customers as possible!*

We believe that the current selection at JerkyWholesale.com represents the best overall mix of products to profitably reach every market. We have already done all of the market testing to give you a foolproof system to start with and guide you to profits! You don't have to waste your time researching the marketplace, contacting a bunch of companies and wasting your money on samples. We have all of the products you need to put together the ultimate selection...all in one place.

So with no further delay, here are your go-to brands:

Buffalo Bills - Buffalo Bills has been selling premium jerky and meat snacks for over 20 years! With over 100 superior meat snacks including beef jerky, beef sticks, venison jerky, turkey jerky, beef jerky chew, and more, we are able to put together a product mix for almost any kind of business model with Buffalo Bills alone! If you had to choose only one brand of products to build your jerky selling business around...it would be this brand.

Jerky.com - Jerky.com is a Gourmet line targeted for the middle-to-upper price point customers. The Jerky.com brand features All-Natural products with no additives, no preservatives, and no nitrates! It's the perfect line for ingredient conscience customers. The Jerky.com brand also features the widest selection of jerky types including: Beef Jerky, Turkey Jerky, Venison Jerky, Buffalo Jerky, Alligator Jerky, Ostrich Jerky, Kangaroo Jerky, Elk Jerky, Wild Boar Jerky, even Bacon Jerky! Jerky.com is always adding new products to their selection. (Sign up for the JerkyWholesale.com Newsletter to get all of the new product updates!)

Between both of these brands, there is an awesome selection of all of the main staples: over 20 different kinds

of Beef Jerky, 20 varieties of meat sticks, 4 varieties of Turkey Jerky and 3 different Venison Jerky products.

And that's not even counting the exotic snacks! That's already several times more than most brick and mortar stores have!

You may be thinking "OK! I get it! I know my customer, I know why product assortment is important and I know what brands to use. When am I going to figure out MY product assortment???" I know...you've had to read through a lot to get to this point. But, you know that saying "Give a man a fish and he eats for a day. Teach a man to fish and he eats for a lifetime."? I believe in that philosophy and I'm trying to teach you how to fish! Thanks for hanging in there. Now we can get to the meat & potatoes (no pun intended)!

Assortment Based on Reseller Types

Although we have many different types of resellers, they almost always fit into one of three types of resellers:

- Resellers with strictly price-driven customers (convenience stores)
- Trade Show Vendors (Gun shows, car shows, county fairs, etc)
- Specialty retailers - these are typically with customers who pay higher price points (Gourmet shops, Gift shops, etc)

Resellers with price-driven customers do best with Buffalo Bills products. Since Buffalo Bills has a wide selection of high quality, main-staple products with very reasonable prices and generous profit margins it allows you a great selection of products at both low-to-mid price points. The Jerky.com line of products very rarely makes sense for these resellers. Because it has higher retail price points (\$8-12 per bag) and types of products that require too much thinking pre-sale. Although, some customers might like the novelty of Alligator Jerky, that shelf space will have far more return utilizing it for another flavor of Buffalo Bills Beef Jerky. If your customers are price-driven, focus your selection around the Buffalo Bills products for success. Now that you know who your customer is and which brand will give you the most targeted product for them, check out our Suggestions for Price-Driven Product Assortments.

Specialty Retailers are more difficult to “pin down” into a specific customer type. Because the range of business types varies so much, the best product assortment for one Specialty Retailer can be quite different than the product assortment for another. Unless you are an Alligator Farm or a Buffalo Ranch looking to sell jerky in your gift shop, the product assortment for you might not be as obvious as this. The good news is, as a Specialty Retailer you probably know your customer better than most other businesses. After all, that’s how you figured out your niche, isn’t it? **That being said, usually our Specialty Retailer customers do best with the Jerky.com brand products.** Since the Jerky.com products are all-natural with no preservatives, no additives and are made of the best ingredients available they are the highest quality jerky products on the market...and Specialty Retail customers are looking for products that are better than average. So, the Jerky.com products are a natural fit. Also, the Jerky.com product selection offers a wide range of products including specialty products that you can’t find anywhere else. Where else are you going to find Kangaroo Jerky or Wild Boar Jerky? Have you ever seen Bacon Jerky or Deep Fried Peanuts in a gas sta-

tion? Having this wide range of high quality products in your Specialty Store is exactly the line of products you are looking for! Check out our Suggestions for Specialty Retailer Product Assortments.

Trade Show Vendors are a growing segment of our customer base. And the customers that do it well make pretty good money for only a day or two worth of work a week. They usually enjoy the venues they are at, too. Its a win-win, if you ask me! Trade Show Vendors do the best with a mix from both the Buffalo Bills products and the Jerky.com products. Depending on your venue, your customers needs may vary greatly. You can very well have both price-driven customers AND customers who want gourmet jerky visiting your booth at the same time! Because of this, having the best of both worlds is the key to your success. Here is a tip for you Trade Show Vendors: Displaying a selection of exotic jerky products serve as customer magnets to your booth! Don't underestimate this merchandising tactic. When people walk by your booth and see Kangaroo Jerky or Alligator Jerky...it is almost guaranteed to make them curious. Most people don't know products like that even exist! The mere novelty of the idea of the product brings them to your booth...and getting them to come to the booth is 80% of the job! I'm telling you, just as a merchandising strategy alone this tip is worth it's weight in gold! Now that you understand that the width of your selection is the key to your success, check out our Suggestions for Trade Show Vendor Product Assortments.

Product Assortment Packages

We want to help you get started as quickly and as easily as possible. Not to sound cliché-ish, but ‘time is money’ and we want to make sure that we don’t waste either one of yours. Although we are glad to help you do anything we can to help you get set up, we want to make as much of this process as easy as possible for you. From making your first order, to reordering...we want it to be a breeze for you. So we put together proven Starter Packages (based on years of experience) that are designed to give you the widest selection possible, starting at only \$239! These are optimized to work as stand alone assortments or can be used with other Starter Packages to make a custom assortment with minimal risk and investment.

Price-Driven Product Assortments

Suggestions for Price-Driven Product Assortments – The key to profitably selling jerky and meat snacks to price-driven customers is to allow them to quickly find a product that fits their needs. If their purchase decision requires too much thinking...you usually lose the sale. All of these Starter Packages are designed to offer your customers selection with maximum value at the most reasonable price.

1. **Buffalo Bills – Basic Starter Package** – This Starter Package a lean, mean, selling machine. We took the best selling flavors of the fastest moving products and put them together into a package of 279 pieces that any reseller can afford. It features 5 different Meat Sticks and 7 different Beef Jerky varieties that are sure to be a hit. If you are looking for an easy way to get started or for a small but powerful selection with a small foot-print, this is the package for you!
2. **Buffalo Bills – Better Starter Package** – The Buffalo Bills Better Starter Package uses the selection in the Basic Starter Package as a foundation and adds more flavors and varieties of meat sticks and jerky to give a wider assortment of products. 8 flavors of meat sticks and 17 varieties of jerky gives you 649 pieces in our best selling Buffalo Bills Starter Package.
3. **Buffalo Bills – Best Starter Package** – The Buffalo Bills Best Starter Package includes the selection in the Better Starter Package and adds even more types of meat sticks and flavors of jerky, an additional size of the most popular jerky types and Beef Jerky Chew! This is the most complete selection of competitively priced jerky and meat snacks available anywhere!

Specialty Retailer Product Assortments

Suggestions for Specialty Retailer Product Assortments – The Specialty Retailer is looking for high-quality, unique products that offer value that other retailers just don't offer. All of these Starter Packages are designed around U.S. made jerky products made of the highest quality ingredients on the market with a variety that is unrivaled by anyone. These products are guaranteed to please and will often times be a featured merchandising section for everyone to see.

1. **Gourmet Jerky Basic Starter Package** – This Starter Package features 5 flavors of Gourmet Beef Jerky and 3 flavors of Gourmet Turkey Jerky. This is usually the starting point of most Gourmet Jerky assortments.
2. **Gourmet Jerky Better Starter Package** – The Gourmet Jerky Better Starter Package has the selection in the Gourmet Jerky Basic Starter Kit and adds Venison Jerky, Buffalo Jerky, Elk Jerky, Kangaroo Jerky and Wild Boar Jerky. This is our most popular Gourmet Jerky Starter Package because of its wide selection of quality products and reasonable price point.
3. **Gourmet Jerky Best Starter Package** – The Gourmet Jerky Best Starter Package is for the serious specialty retailers. It includes the selection in the Gourmet Jerky Better Starter Package and adds Ostrich Jerky, Alligator Jerky, two flavors of Bacon Jerky and also a larger size of every flavor of Beef Jerky and Turkey. This gives you a whopping 17 different varieties of jerky!

Some of our specialty retailers merchandise only our Exotic Jerky products, so we put together these three Exotic Jerky Starter Packages:

4. **Gourmet Exotic Jerky Basic Starter Package** – This Starter Package features Venison Jerky, Buffalo Jerky, Elk Jerky, Kangaroo Jerky and Wild Boar Jerky. It's priced to make it easy to get started selling Gourmet Exotic Jerky for any specialty retailer.
5. **Gourmet Exotic Jerky Better Starter Package** – The Gourmet Jerky Better Starter Package has everything in the Basic Starter Package and adds Alligator Jerky, Ostrich Jerky, and two flavors of Bacon Jerky! This assortment is our most popular Exotic Jerky assortment because of its wide selection and appeal to many customers.
6. **Gourmet Exotic Jerky Best Starter Package** – The Gourmet Jerky Best Starter Package is for Specialty Retailers with dedicated space for jerky merchandising. It takes the wide selection in the Gourmet Jerky Better Starter Package and adds half-pound bags

of each jerky type (except Bacon Jerky) to give you the best selection possible, which allows for higher average order values.

These Starter Packages can be used in combination with other Starter Packages to allow you to further customize your selection as you see fit. Each package has a full, downloadable inventory list to make reordering easy for you.

Trade Show Vendor Product Assortments

Trade Show Resellers need a unique mix of variety at many price points. These assortments usually combine products from price-driven selections combined with products from gourmet brands. Together, they make product assortments to hit both the low-to-mid price points up to the higher priced gourmet products.

1. **Show Stopper Basic Starter Package** - This Starter Package starts your selection off with 14 different kinds of Beef Jerky. If you are starting out on a very limited budget, this is the way to start.
2. **Show Stopper Better Starter Package** - This Better Starter Package adds 5 flavors of Gourmet Beef Jerky and 3 flavors of Gourmet Turkey Jerky to the Basic Starter Package selection. This will allow you to reach your “higher end” customers.
3. **Show Stopper Best Starter Package** - This assortment adds 9 Exotic Jerky products to your selection giving you the ‘wow-factor’ your display needs and allows you to merchandise a wide range of products in a wide range of price ranges.

Merchandising Secrets

Some of the things we have learned over the years of selling jerky is not just what kind of jerky to sell to which customers but also HOW to sell to customers to increase profitability. There are a few tricks we have learned over the years that have proven to get customers to buy things they didn't think about buying...and to buy MORE of it!



Offerings in Bulk

Everybody is looking for a deal and many people are looking for instant gratification. Take advantage of this by offering bulk products at promotional prices that anybody can afford.

Here are 4 promotionally priced products for you that will sell themselves:

- 3 Individually Wrapped Short Shots for \$1
- 4 Jerky Shots (Jerky Circles) for \$1
- 3 Skinny Minnie Beef Sticks for \$1
- 4 Short Shots (Bulk Packaged) for \$1

Anybody selling jerky should have at least one of these on their display. This will hit a price point that will capture sales from customers that would otherwise have been lost. You might be surprised at how many of your customers will add these on to their purchase increasing their order total!

Glass Equals Sales

Here is a subtle merchandising trick that we have learned that is simple and cheap to implement but it works every time. Instead of merchandising the jerky and meat sticks that you sell “by the piece” in plastic containers (such as our Buffalo Bills Hickory Strips) put them in a **glass container**.

It may sound trivial, but it increases the sales of those products by 30% on average! The theory behind this is that jerky that is “home-made” is preferred over commercially produced and packaged jerky. The **glass jar** isn’t a common container to sell product out of and it draws attention to it.

Regardless of whether there is any truth to the theory or not, one thing is for sure...it works!

Do What Works

Our **Starter Packages** have been put together based on years of experience putting together product assortments for many different types of resellers. By analyzing the needs of our customers, listening to their feedback and making adjustments to their product selections we are able to offer you wide assortments of products that are proven to sell for you. We have assembled our Starter Packages to be priced to minimize your investment and maximize your profitability. Check out all of our Starter Packages [HERE](#).

These merchandising secrets will help you take advantage of every opportunity that you have. Whether it's capturing lost sales, increasing the average order value or to help you establish a presence in the market place, do not underestimate the power of these strategies.

Get Selling Today!

So there you have it! We have covered everything from understanding the market to identifying your customer to the importance of product selection...we even provided you with proven, fool-proof product assortments and merchandising secrets to increase sales! We never claim to be writing experts...but we put this together to try and help you get started. Hopefully, this information has helped reduce some of the uncertainty and questions you may have had about how to go about selling jerky profitably while minimizing your investment. At the very least, I hope that we have helped you to identify some of the most important factors to consider when starting to sell jerky as well as how to go about coming up with your own assortment of products.

Please let us know if you have any questions or if you need any further assistance getting started. Give us a call at 1-877-975-3759 or drop us a line at support@JerkyWholesale.com. We would be glad to help you get going.

Genuinely,

Douglas Patrick Iske, President

JerkyWholesale.com