

Meat, Seafood & Poultry

FEATURE

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Jack Link's Debuts Five 'Wild Side' Sausage Varieties

Jack Link's Protein Snacks has introduced Jack Link's Wild Side Sausage line. The Minong, Wisconsin-based company says the new sausages feature "unexpected" ingredients that range from handcrafted bacon jerky to hardwood-smoked beef and pork to spicy jalapeño peppers.

Jack Link's Wild Side Sausage line sausages are fully cooked and available in five varieties: Original Hardwood Smoked Sausage, Hardwood Smoked with Cheddar Sausage, Jalapeño



Sausage, Bratwurst with Bacon Jerky, and Bratwurst with Peppered Jerky. Jack Link's Wild Side Sausages are available exclusively at Walmart stores; SRP \$3.98.

In addition, Jack Link's has unveiled Jack Link's Original Chicken Jerky, which is 98 percent fat-free. One serving has 11g of protein and 80 calories; SRP \$6.99.

Chef Martin Old World Butcher Shop Relaunching Retail Sausage Line

Chef Martin Wallner, founder and creator of Chef Martin Old World Butcher Shop Sausage, has relaunched his retail sausage line. Wallner has continued to use his traditional Austrian recipes, but now his all-natural sausage line is antibiotic- and hormone-free as well.



Wallner began making sausage when he was 4 years old while helping at his family's butcher shop in Austria. The family tradition became his passion, and he said he continues to make his sausage the way he learned growing up—in

small batches with an emphasis on quality, texture and flavor. The sausage line is available at select gourmet retailers throughout the Midwest, with national distribution to follow. Products currently available for purchase include: Uncured Hot Dog; Original Bratwurst; Smoked Bauernwurst; Smoked Garlic Sausage; Käsekrainer; Alpine Cheese Bratwurst; Jalapeño Cheddar Bratwurst; and Smoked Chicken and Apple Sausage.

"As always, the most important thing about my sausage is that they are still the best you've ever tasted," Wallner said. "Our products are only getting better, and it's our hope that more people will now enjoy the sausage."

Chef Martin Old World Butcher Shop Sausage is a Bensenville, Illinois-based Fortune Fish & Gourmet company.

First Fresh Foods Brings Chicken Sausages to U.S. Market

First Fresh Foods makes chicken sausage, cutlets and other products from all-natural chicken. The brand originated in Eastern Europe and now is bringing its chicken products made from old country recipes to the U.S.

"We are targeting the traditional sausage lovers with a healthier version—chicken white meat—in the desired flavors," said Rick DeLong, VP sales and marketing at the Gainesville, Georgia-based company.

Its products include:

- Breakfast sausage links—Chicken Breakfast Sausage with Maple, Chicken Breakfast Sausage with Sage;
- Chicken sausage links—Chicken Sausage, Chicken Bratwurst, Hot Italian Chicken Sausage, Italian Chicken Sausage, Chicken Sausage with Habanero Cheese, Chicken Sausage with Havarti Cheese;
- Ground sausage—Ground Italian Chicken, Ground Hot Italian Chicken Sausage;
- Cutlets—Cutlet with Habanero Cheese, Cutlet with Havarti Cheese, Filet Cutlet, Homestyle Cutlet;
- Halal products—Halal Breakfast Sausage with Maple, Halal Breakfast Sausage with Sage, Halal Chicken Bratwurst, Halal Chicken Sausage, Halal Ground Hot Italian Chicken; and
- Halal sausage—Halal Ground Italian Sausage, Halal Hot Italian Chicken Sausage, Halal Italian Chicken Sausage, Halal Sausage with Habanero Cheese and Halal Sausage with Harvarti Cheese.

First Fresh Foods LLC's products also are available for food service. For more information, visit first-freshfoods.com.



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