



Media Contact:

Samantha Colla

(312) 274-3353

scolla@jacobsonrost.com

OLD WISCONSIN INTRODUCES FAST FUEL: A NEW HARDWOOD-SMOKED PROTEIN ALTERNATIVE TO SWEET & SALTY SNACKS

Homewood, Ill. (May 19, 2015) – Appealing to growing consumer demand for delicious and nutritious better-for-you snack alternatives, Old Wisconsin introduces a new line-up of Fast Fuel Sausage Sticks and Bites. The new product launch comes as the first full school year comes to a close following the publication of new USDA “Smart Snacks in Schools” nutrition standards. Fast Fuel Sausage Snacks and Bites are authentically hardwood-smoked for great flavor and made using only the finest ingredients and spices.

Building on the strength of Old Wisconsin’s meat snack product line, varieties of Fast Fuel Sausage Sticks and Bites include:

- Honey Brown Sugar Turkey Sausage Snack Sticks: 0.5 oz. and 1.5 oz.
- Honey Brown Sugar Turkey Sausage Snack Bites: 3.5 oz.
- Beef Sausage Snack Sticks: 0.5 oz. and 1.5 oz.
- Beef Sausage Snack Bites: 3.5 oz.

The 0.5oz Fast Fuel Sausage Snack Sticks not only meet, but also exceed the “Smart Snacks in School” nutrition standards for protein foods. These snacks are 40 calories or less and provide 4g of protein per serving; are low in fat, sugar and sodium; and have zero trans fat and are Gluten free.

“The meat snack category is booming and this new product launch fills an important need for protein-packed snacks,” said Jeff Weber, Old Wisconsin’s national brand manager. “We’ve also stayed true to our old-fashioned, hand-crafted, real hardwood-smoked taste so our Fast Fuel snacks are flavorful and satisfying for anyone looking for a snack on-the-go.”

According to research firm Innova Market Insights, global launches of meat snacks grew at a compound annual growth rate of nearly 30 percent over the past five years. Part of this growth is being fueled as consumers turn to protein-packed meat snacks as a snack alternative.

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Fast Fuel Sausage Sticks and Bites are a clear choice over sweet and salty snacks and the perfect high-protein, low calorie, better-for-you snack alternative. To learn more, visit www.oldwisconsin.com or call 800-621-0868.

About Carl Buddig & Company

Based in Homewood, Ill, Carl Buddig & Co. has been feeding family traditions for more than 70 years with the very best in taste, variety and convenience. Carl Buddig & Co. is the family-owned parent company of Buddig lunchmeat and Old Wisconsin hardwood-smoked sausage and snack products. Buddig offers an assortment of quality, thin-sliced lean meats for sandwiches, snacks and special recipes including Buddig Original, Premium Deli, Deli Cuts and Fix Quix products. Old Wisconsin sausage and meat snack products are handcrafted and smoked over real hardwood fires. To learn more, visit www.buddig.com and www.oldwisconsin.com.

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