



MEAT COUNTERS & DELI DEPARTMENTS

SMOKED SALMON JERKY CASE STUDY

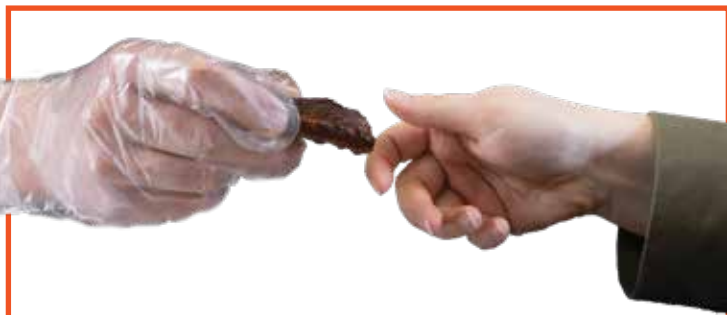
**SALES SURGE ALONG WITH CUSTOMER SATISFACTION
WHEN OFFERING SMOKED SALMON JERKY IN BULK**

OVERVIEW

Big O' Smokehouse Salmon Jerky redefines wholesome snacking with a variety of flavors. Bulk purchasing of this ready-to-eat protein has proven transformative for meat counters and deli departments, more than doubling their sales. Each hand-cut piece yields unmatched quality while it's nitrate-free and smoked preparation underscores health-conscious trends. Retailers tapping into the demand for responsible seafood have found success by aligning with Big O' Smokehouse's bulk buying option of salmon jerky, creating elevated profits and consumer satisfaction.

CHALLENGE

For small retailers it can be difficult introducing a new premium product to an unfamiliar consumer base. Challenges often include navigating brand loyalty, price sensitivity, and product positioning.



Customers may be quick to "try" a new bag of chips but become hesitant when it comes to quality seafood at a higher price point. With the right approach, Big O' Smokehouse customers operating a meat counter or deli department quickly overcome these challenges by offering smoked salmon jerky in bulk.



Bulk Salmon Jerky does 100% better. We're able to sample it introducing customers to a new product and often cross-selling. We're building relationships and revenue.

*James (Moose) T., Meat Department Manager
Horrocks Battle Creek*

APPROACH

Customers like Horrock's in Battle Creek, MI and Ken's Farm Market in Ionia, MI have adopted bulk salmon jerky at their meat counters with great success. Both companies approach begins with meticulous attention to the product's presentation.

OBSERVING FRESHNESS AT THE COUNTER.

Refrigerated displays showcase the vibrant colors and texture of smoked salmon jerky, successfully conveying a sense of freshness that is often associated with premium seafood. This strategic placement alongside other fresh meat products, creates an environment where consumers find salmon jerky as a high-quality, freshly prepared and ready-to-eat option.

OVERCOMING PRICE SENSITIVITY

While price sensitivity is common with seafood options, bulk helps address this with customizable portions. By allowing customers to select their portion we can accommodate varying budget constraints and also impart a sense of control over spending. Bulk makes salmon jerky more accessible to a wider range of potential customers.

SAMPLES ARE THE SOLUTION. BULK IS THE APPROACH.

A key element to success lies in engaging customers. Salesmanship of their staff with the ability to provide samples, offers a hands-on approach for consumers to experience the products flavor first, creating an instant connection with the Big O' brand. By addressing questions, sharing preparation tips and gauging customer preferences, the meat department creates more personalized recommendations, often cross-selling products and creating repeat business for the whole store.

Backed by Big O' Smokehouse's strong brand presence, educational resources and partnership in sampling opportunities, we work with our customers to build credibility and help their consumers recognize the lasting value of our smoked salmon jerky among an array of choices.





Increased Spending

The average purchase value of a customer is increased by up to 40% when a sample is offered.

Profit Boost

Stores increased their average profit per weekly order by \$1,609. Selling bulk salmon jerky year-round adds up!



RESULTS

Horrock's and Ken's Farm Market are standout stories witnessing an astounding 500% increase in their weekly order volume in just one year, due to the success of bulk salmon jerky at their locations. Offering bulk, ready-to-eat salmon jerky exemplifies a multi-faceted approach that intertwines the perception of meat counter freshness, flexible pricing and customer engagement. When retailers take the innovative step of integrating bulk salmon jerky into their deli departments and meat counters, they not only elevate sales but also cultivate lasting customer relationships that defy traditional market challenges. Together, our strategic collaboration, impactful sampling and commitment to quality help retailers harness the potential of premium products to drive sales, build trust and achieve remarkable results.

ABOUT BIG O' SMOKEHOUSE

Big O' Smokehouse is an independent Michigan business producing ready-to-eat smoked fish, seafood, and dips of unmatched quality. Our products are sustainability sourced and hot-smoked without nitrates or MSG. We bring the quality of specialty market products to you locally as a versatile meal solution packed with health benefits.

Big O' Smokehouse has operated out of Caledonia, Michigan, for over 25 years, providing smoked fish products for retail grocery, food service, and private labels.

BULK SALMON JERKY BENEFITS

- PROVIDING SAMPLES OPENS OPPORTUNITY TO BUILD A RELATIONSHIP WITH CUSTOMERS, CREATING TRUST IN YOUR STORE & BRANDS OFFERED.
- CUSTOMERS ARE 2X MORE LIKELY TO PURCHASE MULTIPLE PRODUCTS, INCREASING YOUR DEPARTMENT SALES.
- BULK COUNTER ITEMS ARE PERCEIVED AS "FRESHER" BY CONSUMERS, OVER RETAIL PACKAGED ITEMS.
- CUSTOMERS BUYING IN BULK, TEND TO PURCHASE LARGER QUANTITIES, BOOSTING REVENUE.

#1 BULK SELLER: SWEET SMOKED SALMON JERKY

Flavors Available: Salt & Pepper, Sweet Smoked, Pepper & Garlic, Cajun Smoked and Seasonal Release - Dragon's Milk Smoked Salmon Jerky.

