

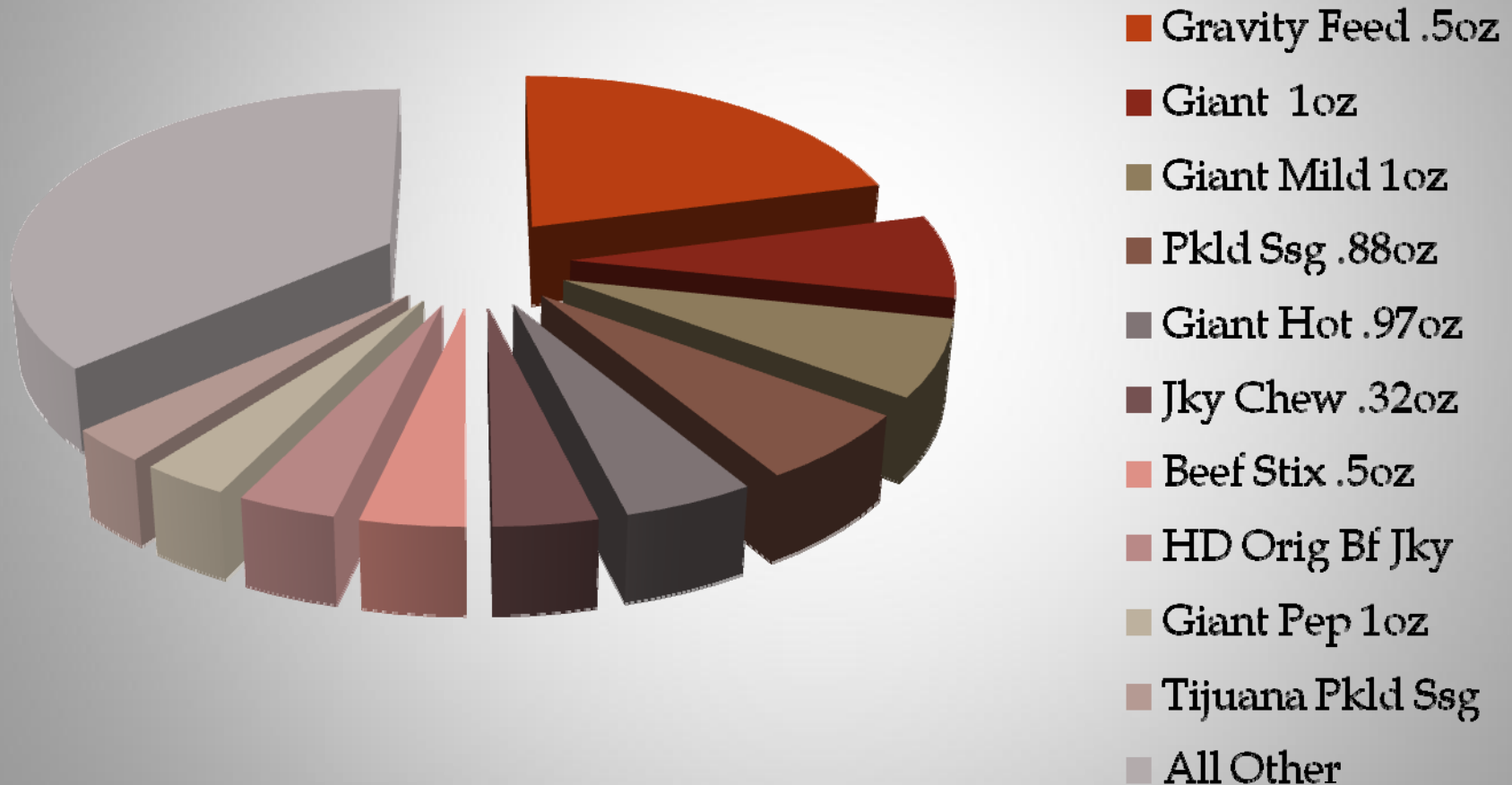
NEW...INTRODUCING!



Market Data Concludes...

*for the Meat Snack Stick Category

Top 10 Sellers 4 WK TTL %



The Best Sellers

- Top 10 Sellers 4 WK TTL
- Gravity Feed .5oz 20.90%
- Giant 1oz 7.40%
- Giant Mild 1oz 6.80%
- Pkld Ssg .88oz 6.20%
- Giant Hot .97oz 4.80%
- Jky Chew .32oz 3.80%
- Beef Stix .5oz 3.80%
- HD Orig Bf Jky 3.60%
- Giant Pep 1oz 3.20%
- Tijuana Pkld Ssg 3.00%
- All Other 36.50%

The Gravity Feed Merchandising is almost 3 times as effective!
Sizes from .5oz to 1oz dominate the entire category
There are no power enhanced proteins in this category at all!
Power/Energy items are the fastest growing impulse categories.

Build Incremental Profits!

A NEW CATEGORY EXTENSION



Generate new profits from the growing consumer demand for exciting “Energy Enhanced” products!

The First and Finest!

Premium Energy Beef Sticks

Lightning Rods TM

Power Hungry Foods LLC markets Lightning Rods as a quality beef stick for people on the move! Packed with Beef and charged with Guarana they are high caffeine wholesome snacks made from the guarana berry. Guarana is a natural source of caffeine found in the Amazonian rainforest. Protein is a natural energy food and Ginseng adds to the well rounded punch by its natural adaptogen effects widely used to lower cholesterol, increase energy and endurance. The original and finest "Energy Beef Stick!"





AN
**Energy
Boost**
IN EVERY BITE

TM