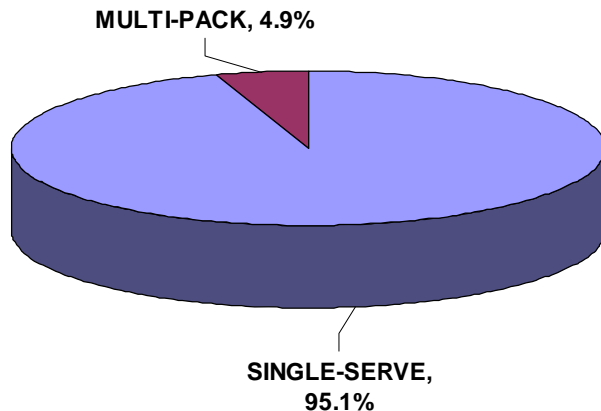


# Beef Sticks – Package Type Importance

Beef Sticks **Multi-Packs** are not much of a factor in C-Stores . . .

**Single Serve units** dominate all sales venues and are the choice of impulse.

**Beef Sticks  
Package Type Unit Shares**



**Beef Sticks  
Package Type Dollar Shares**

