



FOR IMMEDIATE RELEASE

Lawless Jerky Announces BBQ Spare Rib Pork Jerky Flavor

First Non-Beef Jerky Wins Top Ratings for New Asian-Inspired Flavor; Becomes 7th Braver Flavor Offering

BROOKLYN, N.Y., (December 1, 2015) — [Lawless Jerky](#), America's Craft Jerky, today announced its first pork flavor, [BBQ Spare Rib](#), inspired by the iconic Sichuan dish. Lawless Jerky BBQ Spare Rib features all natural ingredients with a light grilled BBQ flavor, hints of ketchup, apple cider vinegar, and touches of cinnamon, clove, and ginger for a traditional Chinese-Style spare rib taste.

The new BBQ Spare Rib flavor has been praised by prominent voices in the jerky community. [BestBeefJerky.org](#), the web's pre-eminent jerky review website, has given BBQ Spare Rib a **5-star "BEST" flavor** accolade, stating: "it's tiny touches that I like the best in this jerky, like the clove, the tomato, the smoke, all of which make small contributions, but enough to recreate the flavor and experience of eating Chinese-style BBQ pork spare ribs."

Lawless Jerky is hand-crafted, American-made jerky from 100% grass-fed beef and pork – free of added hormones, antibiotics or preservatives, and made in seven delicious flavors. With Lawless Jerky's new BBQ Spare Rib flavor, jerky lovers can enjoy the moist, delicious taste of Chinese-style pork spare ribs, conveniently and while on-the-go.

Based on demand for high-quality, natural jerky products that deliver protein and bold flavor in one package, Lawless Jerky has jumped in one year from 200 stores to well over 5,000 stores across the northeast. With seven flavors now being offered, Lawless Jerky expects this momentum to continue into 2016.

"Taking cues from millennial consumers who demand quality, small batch snacks, retailers are moving rapidly to provide better-for-you snacking options. This means consumers are looking for artisan and quality natural snacks at mass retailers, and finding them," said Lawless Jerky Founder, Matt Tolnick.

"Because we look for only the best sources of meat and create 'braver' flavors in micro-batches, Lawless Jerky has quickly become a trusted brand with New York City retailers, including Duane Reade, Fairway, and Rite Aid. We look forward to rolling out our new BBQ Spare Rib flavor to these retailers in the New Year," said Tolnick.

Jerky lovers can purchase the BBQ Spare Rib flavor and Lawless Jerky's full line of braver flavors online at www.lawlessjerky.com and via its store finder, [here](#).

About Lawless Jerky

Lawless Jerky offers unique braver flavors that include: Sweet Sriracha, Aloha Teriyaki, Pho, Japanese Curry, BBQ Spare Rib and other world-inspired varieties. All flavors are handmade in the USA with 100% grass-fed beef and hormone-free, antibiotic-free pork. Made without added nitrates/nitrites, added MSG, or corn syrup, Lawless Jerky is still made in micro-batches for a true artisan experience. Priced at \$5.99 each, you can learn more about America's Craft Jerky at www.lawlessjerky.com.

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