



Lawless Jerky Now Available in Walmart and Wegmans

America's Craft Jerky continues mission to bring transparently sourced meats and "Braver Flavors™" to a wide array of American communities

BROOKLYN, N.Y., (April 4, 2015) — [Lawless Jerky](#), America's Craft Jerky, announced this month that it has added nine Alaskan Walmart stores and 88 Wegmans stores across the Northeastern U.S., to its rapidly growing retail distribution footprint, enabling the brand to bring superior quality, craft jerky to a wider swath of American communities.

Availability in both retail giants is a natural fit for Lawless Jerky, a company that has been defying expectations since its inception in 2013. Wegmans and Walmart are leaders in serving a broad array of American shoppers. Lawless Jerky is dedicated to bringing quality, craft jerky to everyone – whether they shop at mass retailers, specialty food purveyors, drug stores or natural food emporiums.

Making its product available conveniently and affordably is as important to Lawless Jerky as are its proprietary recipes for all seven of its world-inspired "Braver Flavors™". Defying convention, each flavor is made from 100% grass-fed beef or pork free of added hormones or antibiotics. The product also has no added preservatives, MSG, sodium nitrites, or corn syrup. The Lawless Jerky team has worked hard, innovating its production process and supply chain, to achieve a price point that exceeds expectations and delivers value for retailers and consumers.

Founder and CEO Matt Tolnick, who left his legal practice to found the company, created Lawless Jerky with a mission to bring a better quality jerky to all Americans. Tolnick said, "We applaud Walmart for recognizing that high quality, high-value products like Lawless Jerky have a growing place in the mass market. Wegmans is a perennial gold-standard in grocery and in retail. We are very proud to count them as a customer."

He continued, "Higher quality means being able to tell our customers where our meat comes from. For Lawless Jerky, that means 100% grass-fed beef fresh from the pastures of New Zealand; hormones, antibiotics and GMOs are never part of our cattle's food supply."

Important to its better-for-you mission, Lawless Jerky offers a product that is higher in protein and lower in sugar than many of its mass market competitors. And with the exception of Pho, all Lawless Jerky flavors are gluten-free.

Lawless Jerky is adding Walmart's Alaskan footprint to its regional strongholds in the Northeastern U.S., now supplemented by Rochester-based Wegmans locations in New York, Pennsylvania, and New Jersey. Other popular retailers where Lawless' seven "Braver Flavors™"

can be found include Duane Reade, Stop & Shop, Shop Rite, Gristedes, Giant, Sheetz, Acme, Fairway, [among others](#). Customers can always purchase Lawless Jerky online at www.LawlessJerky.com.

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. Handmade in micro-batches in the USA, Lawless Jerky uses 100% grass-fed beef and hormone-free, antibiotic-free pork. Lawless Jerky does not use sodium nitrites, MSG, corn syrup, or added preservatives. Learn more about America’s Craft Jerky at www.LawlessJerky.com.

Media Contact:

Kelly Brosch
Matter Communications
978-518-4539
LawlessJerky@matternow.com