



BEEF JERKY

THE ULTIMATE SNACK HACK

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Life hacks can be life savers when you're on the go. But shortcuts shouldn't mean sacrificing taste or nutrition when it comes to snacks on the run.

Cut carbs and go pro for protein with beef jerky when snack attacks strike - high in protein, low in fat, it's the ultimate hack for those who live an active lifestyle.

KEEP KIDS FUELED AFTER THE BELL

Keep a lid on the cookie jar and instead cure your kids' after-school hangries with beef jerky packed with protein, zinc, iron, and b-vitamins.



AVOID THE WORKDAY ENERGY SLUMP



Store beef jerky in your desk drawer to stop yourself from trolling the candy bowl when you hit that wall - beef jerky's protein will help keep you full until dinnertime.

GET UNEXPECTED POST-WORKOUT BENEFITS

Add beef jerky ("nature's protein bar") to your race recovery or gym bag to help build and repair muscle and enhance recovery after sweatin' it out.



AVOID THE PIT STOP SNACK STOP



Say buh-bye to sugary snack pit stops by keeping beef jerky in your car during road trips. When the kids ask "Are we there yet?" hand over the jerky to keep their mouths busy and tummies full of protein.

STAY LIVELY ON THE TRAIL

Drop beef jerky in your pack to power your day in the Blue Ridge Mountains, knowing you have 10 essential nutrients to make it all the way back.

