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**Lorissa's Kitchen Announces New  
Grass-Fed Beef Sticks Product Line**

*The new beef sticks are available in Original, Smokey Sweet and Jalapeño flavors*

(Minneapolis, Minn.) – (Jan. 30, 2018) – More than ever, people are looking for snacks that have high-protein and clean ingredients to satisfy their healthy appetites and fit their busy schedules<sup>1</sup>. In fact, 75 percent of Americans want to eat more protein, seeing it as an essential part of a healthy diet<sup>2</sup>. Lorissa's Kitchen, a Minneapolis-based protein snack brand, is launching their new line of 100 percent grass-fed beef sticks to create an easy, nutritious snacking solution for on-the-go lifestyles.

"Snacking is a significant part of the modern diet, as people are living more full and active lifestyles," said Christina Meyer-Jax, MD, RDN. "With almost all adults snacking at least once a day, it's important to be mindful of the ingredients in your snacks. These beef sticks from Lorissa's Kitchen make quick eating more nutritious and meaningful because they're high in protein, low in sugar, and have a clean ingredient label. The beef sticks give you nutrient-dense staying power for your day."

For people looking for a protein boost, there are countless benefits of 100 percent grass-fed beef. The cattle's forage-based diet is not only good for their well being and sustaining natural resources, but it's also good for people who consume the beef. Grass-fed beef is lower in fat, therefore lower in calories, and has more desirable fatty acids like omega-3s that help lower high blood pressure and lessen the risk of heart disease and cancer. Grass-fed beef also contains higher amounts of nutrients like vitamin D, magnesium and potassium<sup>3</sup>.

Lorissa's Kitchen grass-fed beef sticks live up to the brand's mission to provide real food crafted for a full life, by creating sustainably sourced, nutrient-rich, clean-ingredient protein snacks. Real food means 100 percent grass-fed beef, natural flavors, real spices, and ingredients you can pronounce without growth hormones, MSG, nitrites and gluten. Each stick has six grams of protein, and the line includes three flavors: Original, Smokey Sweet, and Jalapeño.

"People with active lifestyles are looking for clean ingredients, ease, and protein power when choosing their snacks," said Lorissa Link, founder of Lorissa's Kitchen. "As a mom, I wanted to create a snack to keep my family well-nourished and energized, even on the busiest days. Our new beef sticks are a delicious, portable snack that fit within anyone's full schedule, without sacrificing quality or responsible ingredients."



Lorissa's Kitchen products are convenient protein solutions that match the pace of a full day, whether it's re-fueling after a work out, a bite between meetings, or a snack break on the trails. They're perfect for adults, but also a great snacking solution for kids before and after sports practices or in their lunch boxes for some tasty protein.

Lorissa's Kitchen grass-fed beef sticks are each 1 oz. with a suggested retail price of \$1.99 per stick, and are now available nationwide at major convenience stores, and on Amazon.com.

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### **About Lorissa's Kitchen™**

Driven by a desire to provide real food crafted for a full life, Lorissa's Kitchen creates protein-rich, responsibly sourced meat snacks made with a clean ingredient label. Headquartered in Minneapolis, Minnesota and launched in 2016, Lorissa's Kitchen believes a passion for delicious food goes hand-in-hand with a passion for making responsible choices. Lorissa's Kitchen offers high-quality meat snacks in a variety of flavors, including grass-fed steak strips and beef sticks, and antibiotic-free pork and chicken cuts. You can find Lorissa's Kitchen protein snacks at major grocery and convenience stores, and on Amazon. For more information, visit [www.LorissasKitchen.com](http://www.LorissasKitchen.com) and follow @LorissasKitchen on Instagram.

<sup>1</sup>Innova Market Insights, "Top Ten Trends 2018," Nov. 9, 2017

<sup>2</sup>Mintel, "Resolution Resolve: More than half Americans report living healthier in 2017," Jan. 16, 2018

<sup>3</sup>American Grassfed Association, "Why Grass-fed?," N.D.