



Where Great Taste Meats Integrity

JENSEN MEAT BRINGS SLATER'S 50/50 BACON BURGERS™ TO SAM'S CLUB

**Patented Bacon Burgers Provide Consumers
with Restaurant Quality at Home**

NEWS RELEASE

OTAY MESA, Calif., April 11, 2018 -- Southern California-based ground beef processor Jensen Meat, in partnership with Southern California restaurant sensation, is introducing new bacon infused item to its product offerings with Slater's 50/50 Bacon Burger™ product, the latest in Jensen Meat's line of premium offerings for the retail market. The new burger follows the same patented 50% bacon and 50% ground beef burger innovative recipe you can enjoy at existing Slater's 50/50 Restaurants.

Jensen Meat is always striving to introduce new products to meet consumer needs. Slater's 50/50 Bacon Burger™ give families the quality food consumers can expect at Slater's 50/50 restaurant, but now they can find them in the frozen product aisle. Whether tailgating at the football game or barbequing at home, Slater's 50/50 Bacon Burger™ product provides a convenient way to have the bacon and beef half-and-half blend juicy patty the whole family can enjoy.

"We've seen the growing trend and popularity of bacon among consumers and the success of Slater's 50/50 Restaurants and think our two organizations are the perfect pairing to give passionate bacon enthusiast what they want," said Abel Olivera, CEO of Jensen Meat. "Slater's 50/50 Bacon Burger™ provides consumers with a satisfying bacon burger so they can create their own meat-and-bun combos pioneered by Slater's 50/50 Restaurants.

Slater's 50/50 Bacon Burger™ are available in the freezer section at Sam's Club locations nationwide. The patty is available in 4-pound packages with 12 individually quick-frozen (IQF) one-third pound patties. In-store demonstrations are planned in all locations for the next four weeks of the launch so consumers can familiarize themselves with the West Coast brand.

For more information on Slater's 50/50 Bacon Burger™, visit www.jensenmeat.com/slaters5050.php and find Jensen Meat at www.facebook.com/jensenmeat.



About Jensen Meat, Co.

Jensen Meat, Co., is a privately held leading processor and marketer of high quality ground beef products. Located in the Otay Mesa area of San Diego, CA, the company has strong branded products sold under Fat Burger, Great Value, Kroger, Sam's Choice, Sysco, Bo Jackson Burgers and other licensed product extensions. Founded in 1958 by Reggie Jensen, it produces 75 million pounds of ground beef annually from its new 150,000-sq.-ft. plant, where it manufactures 250 SKUs of individually quick-frozen and fresh patties. Jensen Meat products are sold through retail, foodservice, and club store channels throughout the United States. Jensen Meat has been featured on FOX 5 San Diego. www.jensenmeat.com

About Slater's 50/50

Slater's 50/50, owned by Slater's Restaurant Group, has 6 restaurants throughout Southern California, and a new restaurant in Dallas. Founded in 2009, Slater's 50/50 is known for its indulgent signature 50/50 burger made of half lean ground beef and half ground bacon. The restaurant chain is also known for its "man cave" atmosphere with sports on big screen TVs, a huge array of craft beers, and jaw-dropping burgers of the month (BOM), plus bacon brownies and bacon milkshakes. Slater's has been featured on Travel Channel's Bacon Paradise and Discovery Channel's United States of Bacon. <https://slaters5050.com/>





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About Sam's Club

Sam's Club®, a division of Wal-Mart Stores, Inc. (NYSE: WMT), is a leading membership warehouse club offering superior products, savings and services to millions of members in more than 650 clubs in the U.S. and Puerto Rico. To learn more about Sam's Club, visit the Sam's Club Newsroom, shop at SamsClub.com and interact with Sam's Club on Twitter and Facebook.



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