



# BO KNOWS BURGERS

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**Bo Jackson Ups His Burger Game and Hits It Out of the Park  
with Bo's Burgers by Jensen**

— FOR IMMEDIATE RELEASE —

OTAY MESA, Calif. (June 21, 2016) – When you're considered one of the greatest athletes of all time, you've more than earned the right to retire in quiet tranquility. Not Bo Jackson. In his latest venture for his company VEJ Holdings, LLC., he's teamed up with Jensen Meat to bring customers and fans "Bo Jackson's", Bo's Burgers By Jensen.

Southern California-based ground beef processor Jensen Meat Company today is proud to announce its partnership with legendary baseball and football player Vincent Edward "Bo" Jackson to launch Bo's Burgers By Jensen, the latest in Jensen Meat's line of premium offerings for the food service and retail markets.

Jensen Meats and Bo Jackson Signature Foods share a passion for providing customers with fresh-tasting, high caliber products, so the partnership was a natural fit for us and we are excited that we found a partner that was ideally suited to help us co-create a premium burger blend that is specific to the Bo Jackson brand," commented Vincent E. "Bo" Jackson, Founder of VEJ Holdings, LLC. "There are many synergies between our two brands, and we have a great trust in this cooperation and look forward to our future success together with great excitement."

"We're all about producing flavorful, great tasting burgers that retain their juiciness. We got to collaborate on Bo's Burgers blend that allow that juicy steak flavor to come through in every bite," said Abel Olivera, company CEO. "We're thrilled to become part of the Bo Jackson family of food suppliers, partnering with Bo to make the best Bo's Burgers By Jensen burgers which are sure to be favorites at backyards and tailgate parties nationwide."

Available to food service customers in mid-July, Bo's Burgers By Jensen will be available to restaurant, retail and food service operators for purchase through Jensen Meat and select distribution partners. To learn more visit [www.jensenmeat.com](http://www.jensenmeat.com) and [www.VEJholdings.com](http://www.VEJholdings.com).

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Where Great Taste Meats Integrity



BY



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**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<sup>®</sup>, Great Value<sup>®</sup>, Kroger<sup>®</sup>, Sam's Choice<sup>®</sup>, Sysco<sup>®</sup>, 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, food-service, and club store channels throughout the United States.



Where Great Taste Meets Integrity

**About VEJ Holdings, LLC.**

VEJ Holdings (VEJ stands for Vincent Edward Jackson) is a full-service distributor based in Naperville, Ill. Jackson was a standout professional athlete who played for Major League Baseball's Kansas City Royals and Chicago White Sox and the National Football League's Los Angeles (now Oakland) Raiders franchises. VEJ Holdings, LLC is a full service distribution company with clients spanning multiple industries across the United States.



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