

Two Home-grown California Companies Unite to feed the Baconmania Craze

Jensen Meat Partners with Slater's 50/50
To Bring their Patented Bacon Burgers to Retailers

FOR IMMEDIATE RELEASE

OTAY MESA, Calif. (October 2, 2017) – Southern California-based ground beef processor Jensen Meat today is proud to announce its partnership with award-winning Slater's 50/50 restaurants to launch Slater's 50/50 Burgers, the latest in Jensen Meat's line of premium offerings for the retail market. The Slater's 50/50 Burgers launch will be exclusively available at Sam's Club in California and Texas, then nationwide by May 2018.

Restaurant chains re-imagined bacon as a topping for burgers back in the early 1990's but, Slater's went a step further when they created the innovative, patented 50% bacon and 50% ground beef burger and made bacon part of the burger; a groundbreaking recipe that has won the chain a slew of "Best Of" awards, accolades and fans as the chain has expanded.

Jensen Meat is always looking to innovate with a steadfast focus on quality products. It is uniquely positioned to deliver that same excellence Slater's 50/50 provides their restaurant guests to consumers at home, according to Abel Olivera, CEO of Jensen Meat.

"As bacon lovers ourselves, we were more than up for the challenge," said Olivera. "We're excited to be partnering with the pioneers of the award-winning bacon/beef blend hamburger. Rest assured, with the new Slater's 50/50 burger, we're doing our part to make sure that Baconmaniacs can get the bacon products they crave."

"Launching the Slater's 50/50 Burgers for retail is a natural progression of our plans to continue our brand expansion nationwide," said Michael Nekhleh, president of Slater's Restaurant. "We're confident this partnership will deliver our patented bacon-spiked burgers to consumers who want to custom-build their own creations and become their own Barons of Bacon."

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About Jensen Meat Company

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. <http://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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