



**JENSEN MEAT UNVEILS SOLOS™ INDIVIDUALLY-WRAPPED  
HAMBURGER PATTY BRAND**

*America's favorite food is now available in a convenient single-serving*

OTAY MESA, Calif., July 23, 2019 – Southern California-based ground beef processor, Jensen Meat, today introduced the company's first single-serving hamburger patty, along with its new Jensen Solos™ brand. The initiative makes Jensen Meat the first and only U.S. meat processor to provide an individually wrapped hamburger patty to the market.

The Jensen Solos™ brand was created to provide a quality solution for how people eat today. The first products under this new brand, which launch in nearly 2,000 Walmart stores on July 25, 2019, include 3 new flavor varieties. Jensen Meat expects to introduce additional IQF flavors through multiple customers and sales channels. They will consist of twelve ground beef and four plant-based flavor varieties under the Jensen Solos™ brand.

"Today's consumers are seeking more single-serving options, so we're creating new products for the growing number of single people who cook for themselves," said Abel Olivera, CEO of Jensen Meat. "For us, this is about providing solutions to an existing demographic that is mostly ignored by existing hamburger packaging. It also gives options to families that have to satisfy different tastes."

Data from General Social Survey by NORC reports that fifty-one percent, just over half, of Americans between the ages of 18 and 34, do not have a romantic partner. Forty-five percent of Americans, more than 110 million adults, are single, according to a Census Bureau report. This group benefits from single-serving packages that offer quick and convenient meal solutions.

Jensen Solos™ Single Beef Patty are available in 3 delicious flavor combinations:

- **Beef & Bacon** – Famous award-winning 50% ground bacon and 50% ground beef burger from Slater's 50/50® Restaurants
- **Jalapeño & Pepper Jack Cheese** – Juicy beef patty stuffed with chunks of Pepper Jack Cheese and fresh diced Jalapeños Peppers
- **UNCUT™ Plant-based, Before the Butcher® Brand** – 100% plant-based, high in protein, gluten-free and non-GMO, amazing tasting burger

Available in the freezer section at Walmart locations nationwide, Jensen Solos™ Single Beef Patty come in one 5.33 oz. package with one individually quick-frozen (IQF) patty with a suggested retail price of \$1.49. The individual bags come in a shelf-ready master case of twenty-four count bunker presentation and a twelve-count freezer presentation.

For more information on Jensen Solos™ Single Beef Patty™, visit

<http://www.jensenmeat.com/solos>. and find Jensen Meat at

<http://www.facebook.com/jensenmeat>.

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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®, and Sysco®, as well as 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., state of the art plant and manufactures 250 SKUs of retail and foodservice products such as individually quick-frozen and fresh patties. Jensen Meat products are sold through retail, foodservice, and club store channels throughout the United States. Additional information about Jensen can be found by visiting <http://www.jensenmeat.com>, on Facebook at <http://facebook.com/jensenmeat> and on Twitter at <http://twitter.com/jensenmeat>.

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