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U.S. BEEF EXPORT UPDATE: AFRICA & THE MIDDLE EAST



A Quarterly Food Magazine Volume 19, Issue 1



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from the publisher

Mentioning Tariffs and Trends

ust in the last couple days, the Trump Presidency has announced 25 percent tariffs increases on Canada and Mexico along with a 10 percent increase on goods coming in from China. Even though this has sparked some distress in US food companies, I do not see this as a protracted trade war between Canada/ Mexico and the United States. China is another matter since we still have a trade war going since President Trump's first term. The reason I'm not worried about this being long term or even short term is because it's being used as a negotiating tactic for the war on fentanyl. My thought is this will get worked out in the negotiating rooms very quickly and all parties will come to a solid resolution. We will keep an eye on that in the immediate future.

Now back in 2019, I discussed the observations of healthy food trends in the Middle East has not changed. The expansion and acceptance of "healthy food" products have taken on a new popularity across Europe and Asia. In mainland China for example, the natural food and beverage establishments are everywhere. As I have stated last year, countries that once couldn't afford healthy food products (which we have enjoyed here in the United States for years) can afford it today. But as we know in America, just because you have healthy food products everywhere does not mean you're not going to make the right choices. It still comes down to one's discretion.

It's 2025 and is this trend catching on in the Middle East? Let's examine this...the growth in the consumption of fast food and packaged food is a demographic shift situation. Young Middle Eastern adults are getting married later and living with their parents well into their late twenties and even early thirties. And women a generation ago got married before twenty are today delaying having kids and choosing careers. That means the Middle Eastern Millennials have more disposable income to go to restaurants or consume convenient food for expediency. Sound familiar? The cultural phenomenon I'm referring to has been going on here in the United States for years. And you are seeing the acceleration of this demographic shift more and more in China and other Asian countries.

So, it shouldn't surprise anyone that the United States has captured a 50 billion plus export market of prepared and processed food products in the region. Middle Easterners are prospering in regions like the United Arab Emirates and with that comes fast paced lives. The demand for U.S. processed food products has a growing appeal and demand. However, as one finds out with fast foods and processed foods comes calories and carbohydrates! Obesity and diabetes are on the rise in the region. It wasn't hard to find plenty of stories regarding Middle Eastern diets and the rise of these ailments due to the consumption of processed foods and sugary beverages.

Since 2019, we've seen a dramatic increase of U.S. natural and organic food products being exported into the U.A.E., Saudi Arabia, and Turkey along with a handful of other Middle Eastern countries. The demand for processed and prepared foods isn't declining anytime soon. The demographic shift situation is not exclusive to North America and Europe. It's happening in the Middle East and Asia. What is fascinating to me is that the Middle East is facing the same food consumption problems that Asia and Europe are now experiencing. And like the United States...what soon follows in each region is the popularity of healthy foods. I like fast food as much as the next person. But I realized long ago that these foods should be enjoyed on a limited basis. Eating healthy takes dedication, discipline, and proper choice. It's a learning curve everyone experiences...no matter where you live. And with that, I'll see you in Dubai.



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U.S. Beef

Export Update: Africa & The Middle East

by Lisa Mooney

It's that time as we start the new year to try new culinary ideas and there isn't a more perfect ingredient to cook with than U.S. Beef.

According to recent surveys, more people are looking to incorporate high protein foods into their diets this year – going beyond protein powders and bars and prioritizing whole foods such as beef. Along with beef's great taste, it's a protein powerhouse and provides a variety of essential nutrients that support overall health. For example, a 3-ounce serving of lean beef provides 10 essential nutrients in about 170 calories, including highquality protein, zinc, iron and B vitamins. **RAISE YOUR EXPECTATIONS**







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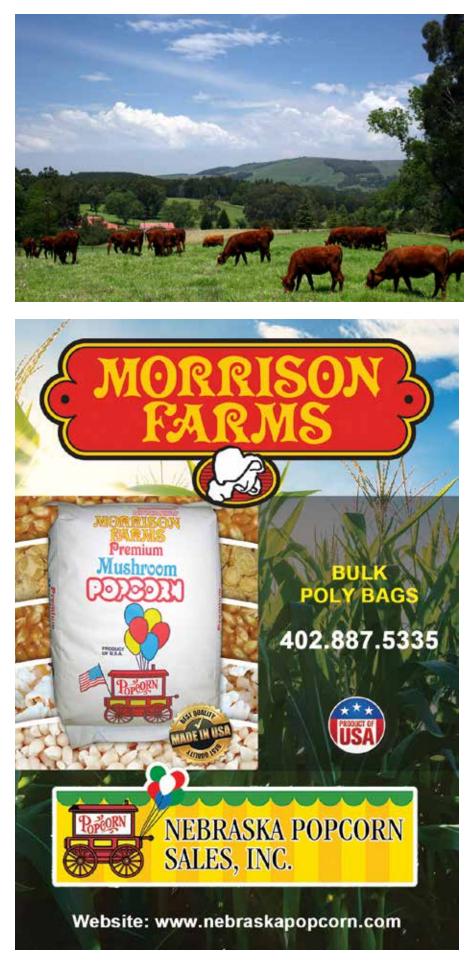
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2024 ended as a strong year for U.S. beef. November exports of U.S. red meat posted year-over-year gains across all categories, according to data released by USDA and compiled by the U.S. Meat Export Federation (USMEF).

From January – November 2024, exports increased 5 % in value (\$9.56 Billion) from the same period in 2023 while volume was basically steady to a year ago.

The U.S. Meat Export Federation has worked diligently over the last several years to build demand for U.S. beef in Africa and the Middle East. USMEF's strategic focus in the African region is focused more on long term development in key regions such as Morocco, West Africa, and South Africa as the economies continue to develop and the middle class continues to further evolve over the next 5-10 years.

According to their website, USMEF was among the 50 ag companies and organizations that recently visited Morocco during a trade mission hosted by USDA. Foreign Agricultural Service Administrator Daniel Whitley led the delegation, which participated in business-to-business meetings, meetings with Moroccan government officials, studied transportation logistics and visited retail and foodservice outlets in Casablanca.

USMEF Africa Representatives Matt Copeland and Monty Brown, and USMEF Director of Trade Analysis Jessica Spreitzer participated in the trade mission, with funding support provided by USDA's Regional Agricultural Promotion Program.

Morocco has a free trade agreement in place with the U.S. and is the secondlargest export market for U.S. agriculture in Africa. "Morocco is a promising market and its free trade agreement with the U.S. could fuel momentum in a broader region of Africa," says Copeland.

"But there are trade barriers to *Continued on page 36*

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California Almonds

An exciting year ahead

by Lisa Mooney



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Chase Pecan, LP 2803 W. Wallace St. San Saba, TX 76877 www.chasepecan.com sales@chasepecan.com Phone: (1) 325-372-5727 In December the Almond Board of California held its 52nd Annual Almond Conference. Almond Board of California CEO Clarice Turner and industry experts presented a full picture of current global, commercial, and industry trends as well as a range of ambitious new Almond Board initiatives.

Turner is finishing her first year as CEO, and she and Past Chair Alexi Rodriguez detailed how the learnings from this year and from their recent listening tour with growers are being used to help weather continuing challenges, complex economic forces, and changing consumer behavior.



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During her speech Turner explained the growing momentum that is driving global demand, programs making new strides in marketing, along with innovation and research that will drive even more demand in the future. "You'll hear why economists and experts see better times coming. The almond industry is celebrating 170 years of the resilience, ingenuity, and grit that made California almonds a global powerhouse— ABC is honoring that enduring spirit that you continue today".

"Why are we optimistic about the future? Because we are seeing tangible signs of healthy demand. For the first time in our history, we shipped more than 200 million pounds 11 months in a row in the last crop year. And, in the current crop year we have shipped 200 million pounds twice. Last crop year, the industry sold 300 million pounds more than what was produced. That is the largest swing in our entire history," Turner explained.

The popular tree nut, considered a specialty crop in the agricultural industry, is the State's leading agricultural export. In 2022, U.S. almond exports to the world totaled \$4.5 billion. The almond is also heavily rooted in many family trees, as almond farming is a "family-driven" agricultural industry in California. For these family operations in California, overseas markets have become a critical component to their success and bottom line. Approximately two-thirds of California's almonds are exported.

At last year's conference, ABC introduced a study it had been working on with Deloitte Consulting to assess emerging markets and determine a clear vision forward for target markets. The project evaluated over 100 countries, narrowed down to 11 key markets, and eventually

concluded that the industry should double down on core markets like the U.S. and India, especially after seeing 21% growth in India over the last year. India was already in ABC's portfolio, but Deloitte's feedback provided more details on why there needs to be deeper investment within their younger demographic, since 65% of India's population is under 35. Last year, India removed retaliatory tariffs on U.S. almonds and other products. The impact of removing that trade barrier is already being seen in the export market, and the value of U.S. almond exports to India was expected to reach \$1 billion in 2024. The study also emphasized developing a longterm growth plan for emerging markets including Turkey, Morocco, and Indonesia, and staff has been working to understand these countries and assess what resonates with those audiences.

Continued on page 21



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Elmhurst® 1925: The Dairy That Gave Up Dairy

For nearly a decade, Elmhurst 1925 has completely redefined what plantbased alternatives can be, bringing consumers the cleanest, creamiest, and most nutritious recipes on the market. By eliminating unnecessary additives and focusing on pure, simple ingredients, Elmhurst has set a new gold standard for plant-based dairy. Today, their commitment to quality continues to reshape consumer expectations, proving that dairy-free can be just as satisfyingif not more-than traditional dairy. From plant milks and barista editions to lattes and sour cream, Elmhurst has created a plant-based portfolio that prioritizes taste, texture, and nutrition without compromise.

This year marks a major milestone for Elmhurst. 100 years ago, the company was originally founded as a family-run dairy in New York City. Elmhurst spent nearly a century as one of the largest dairy producers in the region. But as consumer preferences began shifting toward plant-based nutrition, the company recognized an opportunity for transformation. So in 2017, Elmhurst made a bold and unprecedented move, making the change to focus entirely on plant-based products. This visionary change cemented Elmhurst's place as a leader in clean-label, dairy-free alternatives, setting the stage for a new era in plant-based innovation. Today, that same pioneering spirit fuels Elmhurst's continued success, offering consumers a variety of innovative plant-based alternatives.

Consumers today are increasingly seeking cleaner, more nutritious plantbased options, driven by a desire for products free from artificial additives



and unnecessary fillers. The demand for transparency in food production has never been higher, with shoppers scrutinizing labels for unnecessary ingredients like added seed oils, gums, and emulsifiers. Elmhurst has always met this demand head-on, crafting its products with just a few simple ingredients that deliver more protein and fiber in every glass. While many plantbased brands rely on stabilizers and artificial thickeners, Elmhurst prioritizes whole food ingredients to deliver outstanding taste and nutrition.

Elmhurst's commitment to simplicity is made possible through the company's patented HydroRelease[™] method, a revolutionary process that sets its products apart. Using just water, this method separates the nutritional components of a nut, grain, or seed before reassembling them into a creamy plant-based beverage. Unlike conventional methods that strip away essential nutrients or require additives for texture, HydroRelease[™] maintains the full nutrition of the source ingredient, delivering a rich and authentic plantbased experience without the need for gums, emulsifiers, or added oils. Additionally, this zero-waste process upcycles any byproducts into renewable energy, ensuring that nothing goes to waste. The entire production process is powered by 100% renewable hydroelectric energy, underscoring Elmhurst's deep commitment to sustainability at every level.

At the heart of Elmhurst's shelfstable portfolio is their collection of Unsweetened Plant Milks. Crafted with as few as 2 simple ingredients– nuts and water– Elmhurst Milks do not contain any of the gums, seed oils, or emulsifiers that are used by other leading brands. Instead, Elmhurst packs up to 4x more nuts in every carton to deliver a naturally

Continued on page 34

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Continued from page 16 **Health Benefits**

U.S. almonds are a nutrient-rich food, packed with protein, fiber, vitamin E, calcium, copper, magnesium and riboflavin. Between its health benefits and versatility in new food products, almonds have immense potential within the food innovation space. In fact, in 2023, almond ingredients were included in 14,000 new food products.

Seeing that, ABC is investing in ways to continue keeping almonds top of mind for food industry experts. They've partnered up with chefs, high schools, colleges, and the Culinary Institute of America, to explore new opportunities and are capitalizing on the incredible health benefits of almonds, which remains the number one reason why consumers eat almonds.

A new study found regularly eating almonds may aid recovery after exercise by reducing pain and muscle damage, while improving muscle performance. Eating foods that help people recover from exercise by reducing muscle fatigue and soreness may help them better stick to their exercise routines. The study concluded that snacking on two ounces (57g) of almonds for eight weeks modestly reduced pain ratings, helped maintain muscle strength, and reduced muscle damage after exercise.

"Our study provides more insight into the role almonds may play in supporting fitness recovery," said Dr. Mark Kern, PhD, RD, CSSD, professor of exercise and nutritional sciences at San Diego State University. "Almonds contain a wide range of nutrients that we know support exercise recovery including protein, antioxidants and phytonutrients. These nutrients are supplied in a whole food package versus isolated vitamin supplements which may contribute to the almond benefits observed in this study."

One marketing program that has seen consistent return on investment is the Own Your Prime campaign, now in its second year – ABC's partnership with former NFL star Deion Sanders,

also known as "Coach Prime". As

his presence gains more traction in mainstream media, so does California almonds.

"He delivered 10 times greater media impressions than any previous ABC spokesperson," said Emily Fleischmann, vice president, global market development at ABC. "We've seen this turn into consumer action. An in-store promotion with Kroger, which is the second largest retail chain in the nation, had a 42% increase in new buyers."

The future looks bright for both California almonds and its farmers. "I firmly believe that we have the right product in the right place at the right time, and we are well positioned to grow demand around the world for California almonds with new products, new markets, new innovations and new partnerships," Turner concluded..

Sources:

The Almond Board of California USDA/FAS Website



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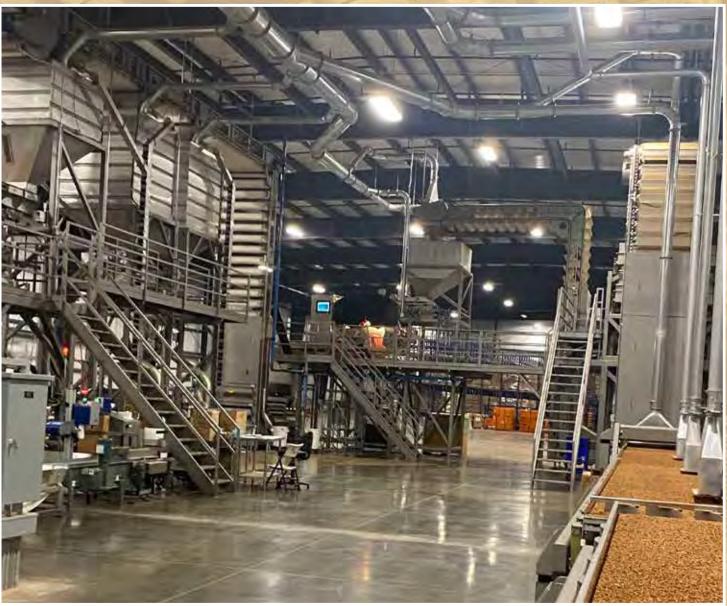
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by Aisha Kabani



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If you've been paying attention to the small-butmighty war on single-use plastics, you've likely noticed a growing trendsustainable cutlery making its way to your favorite cafes, restaurants, and even the office lunch room. But while eco-friendly forks and compostable spoons are working hard to save the planet, their adoption rates aren't without a few twists and turns. Businesses and consumers are standing at a metaphorical fork in the road. Do we continue down a path littered with polypropylene forks that take 500 years to decompose, or do we pivot toward the shinier (and more guilt-free) future of compostable items?

Continued on page 28

Ag Alumni Seed

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Ag Alumni Seed also grows and markets parent seed stocks of Soft Red Winter Wheat and oats as well as providing contract growing and conditioning services to the global seed industry. If you have any questions or if we can help with your seed needs, please don't hesitate to contact us at:

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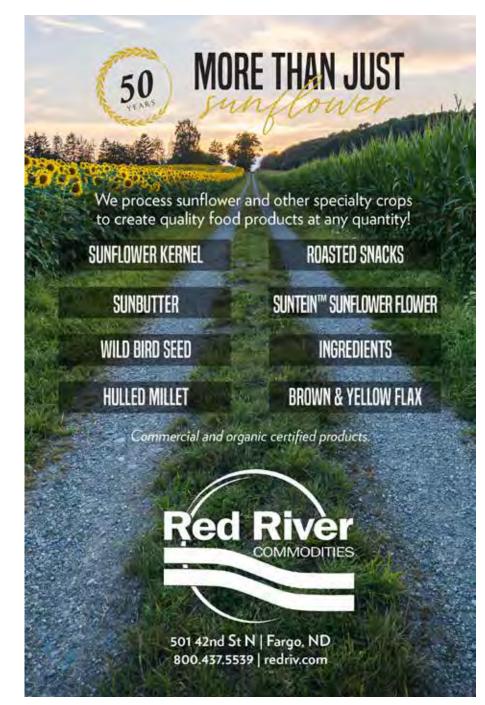


Continued from page 24 **A Growing Trend With a Side of Confusion**

First, some good news! The market adoption of sustainable cutlery is on the rise. What was once a niche segment is now becoming a viable, mainstream alternative to single-use plastics. And businesses are catching on—cafes, food trucks, and even corporate giants are taking the leap to swap out traditional cutlery for more sustainable counterparts.

Here's the tea, though—while

compostable cutlery, such as those made from polyhydroxyalkanoates (PHA), offers a vastly superior option to the traditional polypropylene options (a.k.a., the dinosaurs of the plastics world), it's not exactly a smooth ride for manufacturers or businesses ready to make the switch. To begin with, just slapping "compostable" on your product isn't the free pass you think it is. Certifying bodies have made the designation process increasingly strict, and while that's important for environmental integrity, the constant rule changes have left



manufacturers scratching their heads—and sometimes slowing down production.

PHA vs. Polypropylene—It's Not Even a Fight

Now, why should we care that PHA is outperforming polypropylene by a landslide? Because it's shaping up to be the Usain Bolt of sustainable materials (really fast, really impressive). PHA doesn't just make excellent cutlery—it's also safe for food use and biodegrades in a fraction of the time compared to the plastic leftovers we've been burying in our landfills and oceans. It's even marine-biodegradable, meaning if some of those forks end up in the sea (they shouldn't, but accidents happen), they'll be gone faster than you can say, "Save the turtles!"

Simply put, PHA isn't just superior—it's the MVP of materials in the sustainability space right now.

Compostable... But Complicated

Here's where things get messy—literally. Compostable cutlery is being held to higher standards by those who oversee these certifications. While that's great for ensuring quality and environmental benefit, it creates uncertainty for manufacturers. One week, your eco-spoon meets the criteria. The next, you're told the rules have changed and suddenly, your product is no longer up to par. It's like showing up for a dance competition only to find out they've switched categories from ballroom to hiphop overnight—it's confusing, frustrating, and can stall adoption until things are ironed out.

Businesses and consumers often find themselves stuck in this loop of misinformation, which doesn't exactly scream "smooth adoption." Until certifying bodies streamline the process, these hiccups might deter or delay more widespread implementation of sustainable cutlery.

A Bright Future With Some Hurdles

The good news is that the future of sustainable products is as bright as a freshly cleaned compost bin (stay with me here). Demand for eco-friendly alternatives is growing, businesses are investing more resources into sustainable innovations, and consumers are voting with their wallets. But for this bright green future to become reality, several challenges need addressing.

1. Availability of Materials

First things first—sustainable materials like PHA need to be available in larger quantities at accessible prices. Not every manufacturer has the resources to source eco-friendly materials, making it harder for them to offer sustainable alternatives in large quantities.

2. Consistent Messaging from Certifying Bodies

Certifications are great, but they're useful only when businesses and manufacturers can actually trust the process. Clear, consistent, and achievable guidelines from certifying bodies will be crucial to ensure the process doesn't feel like trying to decode ancient hieroglyphics. Not only does the article need to be compostable, but the packaging as well.

3. Business Support and Investment

Here's the kicker—businesses HAVE to walk the walk. It's not enough to promote green initiatives in marketing campaigns without actually prioritizing sustainability in their supply chains. The more money and resources businesses invest in sustainable products, the more normalized they'll become. Businesses serious about sustainability need to promote their work in sustainability, invest in small business and make sustainability goals achievable.

4. Willing Manufacturers

Finally, we need more manufacturers willing to take on the upfront costs of producing sustainable goods. Sure, economies of scale often lower costs later, but jumping into sustainable production can feel like an expensive gamble. Hint to businesses reading this—it's time to support these champions.

Where Do We Go From Here?

The adoption rate of sustainable products like compostable cutlery is a work in progress. We're seeing the shift happen every day, but the hurdles availability, certifications, and upfront costs—can't be ignored.

For businesses, this is the time to step up—invest in the materials,

support sustainable manufacturing, and communicate clearly with your customers about the changes you're making.

One thing's for sure—while the future of sustainable products might still have a few potholes, the momentum behind them is unstoppable.

Disclaimer: Eagle Beverage has recently opened up a world class facility for commercially produced cutlery.



Farmers' Rice Cooperative (FRC) is a

grower-owned rice marketing cooperative. Since 1944, we have supplied domestic and international food manufacturers, brewers, private retailers, exporters and distributors with premium quality California rice.

What makes FRC unique is our vertically integrated structure; we are directly in control of every aspect in the production lifecycle from the fields of our grower owned farms, to the milling of the rice, all the way through final packing & shipping. This allows us to not only ensure the quality of the products we sell, but also allows us to quickly react to changing consumer needs so that we remain ahead of the market.

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creamy texture with up to 5g natural plant protein per serving. Available in 6 unique shelf-stable varieties including Almond, Oat, Cashew, Hazelnut, Walnut, and Coconut Cashew, the Unsweetened Line is versatile, with a variety of uses beyond smoothies and cereal. Their new Unsweetened Coconut Cashew Milk, for instance, performs to barista standards in coffee and offers unmatched stability for cooking and baking.

For coffee enthusiasts, Elmhurst offers a full lineup of Plant-Based Barista Editions and Creamers that perform beautifully in hot or iced coffee. Designed with the help of professional baristas, the Barista Editions are a 1:1 replacement for whole milk, steaming and foaming flawlessly and delivering the perfect contrast for latte art. These specially formulated plant milks have been embraced by coffee shops and home baristas alike, proving that plant-based beverages can deliver the same rich experience as traditional dairy. The Plant-Based Creamers, available in Oat and Cashew varieties, provide a rich, velvety finish to any cup of coffee with no more than 1g sugar and 15 calories per serving.

And for those who want a premium coffee experience without the prep, Elmhurst's new ready-to-drink Lattes take plant-based convenience to the next level. These lattes blend the brand's signature creamy plant milks with premium Arabica cold brew, creating a smooth, satisfying beverage without artificial flavors, preservatives, or excessive sugars. Whether enjoyed on the go or savored at home, these lattes reflect Elmhurst's commitment to offering the highest quality plant-based alternatives in every category they enter.

Elmhurst has expanded beyond the beverage category with its



groundbreaking new Plant-Based Sour Cream. Crafted with only the simplest ingredients, without sacrificing flavor or texture, Elmhurst's recipe is as smooth and creamy as the traditional sour cream shoppers know and love. This is a 1-to-1 replacement for dairy-based sour cream that performs beautifully when drizzled over nachos, dolloped on baked potatoes, or added to recipes. The mess-free squeeze pouch is a first-of-itskind innovation for dairy-free options in the space, making sour cream more convenient than ever for plant-based consumers. Unlike other plant-based versions that rely on starches and gums for texture, Elmhurst's formula remains clean and simple, ensuring superior performance in both savory and sweet applications. Elmhurst Sour Cream is already making waves in the U.S. market as the #1 new product launch across the entire plant-based sour cream and cream cheese category in the Conventional Food Channel.1

As global demand for plant-based, clean-label and nutrient-dense products continues to grow, Elmhurst remains at the forefront, offering consumers the highest quality alternatives made with integrity and transparency. The brand's dedication to crafting the highest quality plant-based products possible has set it apart from others in the market. With a century of heritage and a future built on innovation, Elmhurst isn't just redefining plant-based dairy —it's shaping the future of food. Contact: CS@Elmhurst1925.com

¹SPINS – Total US Food (RF PLANT BASED CREAM CHEESE & SOUR CREAM & OTHER) – P24W Ending 1/28/2024





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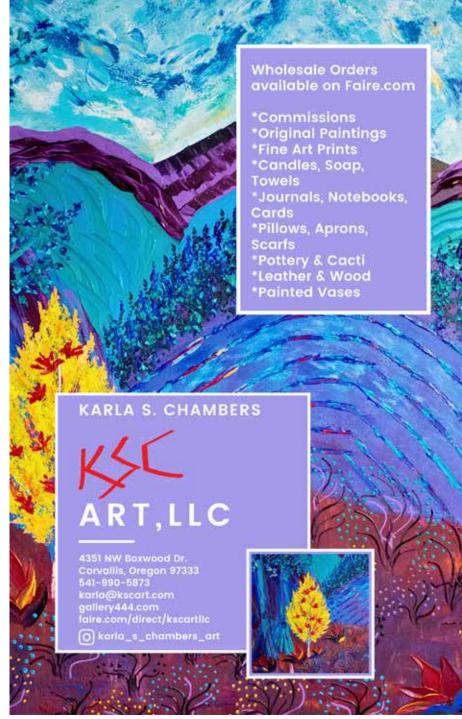


Continued from page 10 overcome, including technical ones. The major challenge now for U.S. exporters relates to financial risks on containers arriving in Morocco. There are no financial mitigations in place for exporters to receive payment after containers arrive, which adds tremendous risk to any transaction."

While the market for high-quality beef in Morocco is largely untapped

and the U.S. now has duty-free access for Choice and Prime cuts, Copeland points out that modern retail holds a very small share of the market and the cold chain infrastructure is in early stages of development.

Morocco is the sixth largest export market for U.S. beef livers in 2024 as the volume through October totaled 856 mt. Through the U.S.-Morocco Free Trade Agreement, U.S. Choice and Prime beef





cuts and some standard beef HS codes enter duty-free. But other standard beef HS codes, including livers, remain subject to a tariff-rate quota that increases by 2% per year. The quota volume is 2,692 mt for 2025, indicating room for further growth in U.S. beef liver exports.

Middle East

November beef exports to Egypt, a critical destination for U.S. livers and other variety meat, increased 70% from a year ago to 3,955 mt, the highest since 2022. Export value climbed 81% to \$6.6 million. This pushed November shipments to the Middle East 40% above a year ago, despite a severe decline to the United Arab Emirates (UAE) due to an impasse over halal certification. This obstacle has been temporarily resolved but regaining full access to the UAE remains a top priority for the U.S. industry.

Through November, beef shipments to the Middle East region increased 25% in volume (49,901 mt) and 17% in value (215.8 million). This included a 24% increase to Egypt, where exports reached 36,233 mt, while value was up 7% to \$58.3 million.

November shipments to Qatar were the highest since 2011 at 362 mt, up 59% from a year ago, while value was recordhigh at \$4.3 million.

Sources: USMEF Website Beef.org

Rufus Teague The Story Behind Rufus Teague's Legendary BBQ Products

What started as a passion for backyard cookouts has led to dozens of awards at America's greatest BBQ competitions, and eventually a quest to produce the best in Kansas City-style barbecue. Established in

2004, founder John McCone turned his competition BBQ moniker into the Rufus Teague brand name and made his first batches of what is still his flagship sauce, Honey Sweet.

Going from hobby to category-leading BBQ sauce is certainly no small feat, especially when you are coming from Kansas City, the most famous BBQ town in the world. McCone knew he had a flavor that was unrivaled and from that first bottle he insisted the ingredients be as high-quality as they could possibly be. Rufus Teague now produces a full line of competition-tested, award-winning sauces, dry rubs, snacks and even smokeroasted coffees that are distributed nationwide and internationally for retail and foodservice. Each product still living up to that same standard for taste and authenticity.

Realizing that Gen Z and Millennials are striving for everyday experiences that allow them to have fun and live their best lives, Rufus Teague began expanding from the initial barbecue sauces into other offerings where BBQ can be enjoyed on a more daily basis. So far, this expansion has resulted in a line of six BBQ Honey Roasted nuts (Peanuts, Almonds, Mixed Nuts – each in either



regular or hot BBQ), four Sunflower Seeds (called Spittin' Seeds), two flavors of Crunchin' Corns (similar, but better than Corn Nuts) and four flavors of Smoke-Roasted Coffee (Pitmaster Blend, Whiskey Maple, Smoky Apple and Spiced Cherry).

The team at Rufus Teague believes that

barbecueing and BBQ flavors lead to good times and they strive to be the absolute best at supplying products to make that possible. With the recent explosion of TV shows like "BBQ Pitmasters" and an endless stream of home barbecuers "meat-bragging" across every social platform, interest in American BBQ and grilling is now becoming very popular around the globe and Rufus Teague is adamant that these authentic and genuine BBQ flavors be a central part of that expansion.

The transition from one single sauce to an extended line of BBQ-based products has been in the works for years but Rufus Teague has a remained steadfast that the flavor profiles that made it famous be spread across products, from BBQ sauces to nuts they need to ring true to their award-winning beginnings.

Still a small, family-owned company, the folks at Rufus Teague pride themselves as not being part of a large, corporate company. Each product is born from home cooking and winning competitions, not concocted in a lab by some large, data-driven conglomerate that also makes shower cleaner. As for the sauces, they stand out as one of the only true Kansas City-style sauces that still take the time to cook out much of the water giving it more intensity and thickness so it sticks to what you're cooking and not running off the food. And while it costs a little more, you don't have to use as much for an abundance of flavor.

Simply put, Rufus Teague is a company that loves BBQ. They love making BBQ. They love eating BBQ. And above all, they love how BBQ makes us feel... especially when shared. What other food brings people together and actually creates occasions for us to enjoy each other's company? They believe that's pretty special and worthy of the effort it takes to create. And it's exactly why McCone initially set out to create the highest quality BBQ products to showcase those flavors he loves so much.

Most of Rufus Teague's products are proudly Non-GMO verified, Kosher and Gluten-Free. Why? Because Rufus always knew, "Good sauce makes bad barbecue good and good barbecue gooder."

Questions? We'd love to answer them. Please don't hesitate to contact us at: Rufus Teague BBQ 9940 Widmer Rd Lenexa, KS 66215 USA E-mail: sales@rufusteague.com Greg Easter - 785.393.0567



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