

Jack Link's: Our Family's Favorite Snack

Many of my earliest memories are hunting and fishing with my grandpas, my dad, my brother, and you guessed it, Jack Link's snacks. Whether it's on the boat fishing or sitting in the deer stand for hours, Jack Link's has always been our snack of choice. For us, the quality is unmatched, and is a tasty even healthy snack for some good protein. Jack Link's embodies the idea of family by giving us a flavorful snack to share with the ones we love most. Wisconsin is unique in the fact of family; we define what it means to be a family. Jack Link's is a perfect example of this. It all started in the late 1800s when Chris Link left Europe to come to the land of opportunity. He settled in Northwest Wisconsin with almost nothing to his name but some family recipes. Then his son Earl opened a general store and butcher shop, the first in Minong, Wisconsin. When it was time, he handed the business off to his son, Wolf Link. Now he had the store and a wonderful herd of cattle, however, his greatest achievement was his prodigal son, Jack Link. He took these recipes and beef from his father and created a product that everyone loved. A mouthwatering sausage and a savory jerky. In 1986, Jack with the help of his family Jack Link's went national. Today Jack and his son Troy work side by side to run this company that was hand-crafted by a family recipe to keep delivering quality snacks. Jack Links encompasses this idea of family through their products and outreach in their community.

This snack created by Jack Link is the greatest snack. There are 7 different kinds of products, over 10 different flavors, and four different meats. My family's favorite is the teriyaki jerky. However, my favorite by far is the sweet and spicy jerky. Another cool thing about Jack Link's is the main factory is still in Minong. They also have another factory in New Glarus as well as four more throughout the Midwest. They employ around 3,000 people nationwide. Last year they made 1.1 billion dollars in revenue, making them a top earner in the state of Wisconsin.

Jack Links also gives back to their community quite a bit. Jack Links has a very strong breast cancer awareness program. They sell a line of clothing and merchandise and all proceeds go to the research of cancer which to me hits close to home because I have an aunt that was diagnosed with breast cancer and thankfully beat it. Jack Links also pledged almost \$300,000 to the North Woods Education program, and for someone who spends a lot of time outside is very cool to see. Finally, Jack built a new aquatic and event center for the town of Minong where it all started.

Like everyone born in Wisconsin, Jack Link's roots are firmly rooted in the wonderful state of Wisconsin. Their creation of this great snack has created some great family memories for my family and I. Jack Links continues to work hard to ensure they keep this delicious and high quality of work. Most importantly they continue to ensure that their community is thriving and make sure to give back when they get the chance. Jack Links truly is a family, and all of Wisconsin is a part of it.

Works Cited

“Who Is Jack Link's? - Our Story.” *Jack Link's*, 16 May 2023,
www.jacklinks.com/our-story/.