

Big Chief Meat Snacks celebrating 50th anniversary
Family owned and operated company thanks Calgary for five decades of support

Big Chief Meat Snacks Inc. is thanking Calgarians for buying local as it celebrates 50 years as a family owned and operated business in Calgary.

“Our BIG adventure started 50 years ago, with a big dream, a small team, and a family recipe for tasty, tender meat snacks,” says Bert Klein, president and owner. “In 1971, my father, a sausage maker by trade, started making beef jerky. We owned delicatessens at the time but within 10 years the craving for our meat snacks grew so much, we sold the shops and went into jerky production full time.”

The company’s dedication to quality, sustainability and decades of experience has attracted jerky lovers across the country.

“We owe so much of our success to this community and our larger Big Chief family including our staff, distributors and suppliers,” says Michelle McGillivray, business development director. “Our vision is to be the number one go-to meat snack in Canada.”

Produced with 100% Canadian beef, Big Chief meat snacks pack a big protein punch and don’t need refrigeration, making them a great road trip choice. To mark the anniversary milestone Big Chief launched two new flavours, Black Pepper and Sweet & Spicy, to compliment the four flavours that have been customer favorites for some time.

“Our original beef jerky recipe has been around for 50 years and is still a favourite of many Canadians,” says Klein. “It’s overwhelming at times to look back on what my parents started to where we are now. They packaged jerky by hand in jars and delivered orders in a single van.”

With a distribution network that includes convenience stores, grocery stores and gas stations throughout Canada, the company still believes in a personal touch. Every package of jerky is inspected by hand. The company also believes in giving back to the community through sponsorship and fund-raising.

“We believe in helping our communities thrive. We focus on initiatives that promote the health and wellbeing of Canadians,” says McGillivray. “We have supported numerous charitable organizations through in-kind donations over the years. And, a new member of Big Chief “Bert the Bull” helps us deliver some of those donations, delivering smiles at the same time.”

Bert the Bull hopes to be seen at community and sporting events again, soon.

To learn more about Big Chief check out our website bigchiefmeatsnacks.com and to keep watch on all the BIG ADVENTURES that fans of Big Chief enjoy follow us on [Twitter](#), [Instagram](#) and [Facebook](#).

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