

The Texas Cattle Club and Liquid Innovations Team Up to Distribute Meat Water™ High Efficiency Survival Beverage

Beef jerky is known for its tough and dry chewy texture, but one snack brand believes consumers deserve a highly refreshing liquid version.



Frisco, Texas Jul 25, 2022 ([Issuewire.com](https://www.issuewire.com)) - The Texas Cattle Club, a division of Frisco Brands, Inc., and Liquid Innovations announced today on this National Jerky Day holiday – celebrated annually on June 12th, that they have entered into an agreement in which The Texas Cattle Club will sell and distribute Liquid Innovations' full line of savory beverages, alongside its beef jerky brands. Under the

terms of the agreement, The Texas Cattle Club will market the Liquid Innovations line of Meat Water™ High-Efficiency Survival Beverages in C-stores.

"Although completely new to the beefy beverage scene, Liquid Innovations Beef Jerky Water is experiencing overwhelming popularity among Professional Rodeo fans, fostering a truly bizarre drug-store cowboy cult following. Till Krautkramer's meaty marketing efforts for his Beef Jerky Water has developed into a real need for convenience store distribution along with product placement in Gas Station C-Store display reefers, we are very excited with this association," said beef jerky aficionado; Francisco Paco Jimenez, Founder of Frisco Brands, Inc., "We are anticipating a tender offer for the Texas Cattle Club brand from PepsiCo, who recently gave the boot to the old Oberto brand, in favor of the Matador Beef Jerky brand," said Jimenez.

Meat Water, It is not a joke, it is far more than just a joke, Meat Water provides the essence of nutrition and the memory of dining without the hassle of eating, said Till Krautkramer, the inventor of Meat Water.

About Texas Cattle Club

The Texas Cattle Club brand of Beef Jerky comes from grass-fed, open-range cattle exclusively from the largest meat snacks producer in the world; Marfrig Alimentos SA, formerly Marfrig Frigorificos e Comercio de Alimentos SA, a Brazil-based company primarily engaged in the processing and distribution of beef cattle. Marfrig is the owner of the Pemmican brand of beef jerky. Pemmican is one of the top-selling national brands of beef jerky in the United States, and one of the oldest, with its rich tradition and history beginning more than 48 years ago. The Texas Cattle Club brand of Beef Jerky continues to grow its presence in the C-Store snack aisle, but believe-it-or-not your ubiquitous bottled water is getting a "meaty makeover" with the release of Beef Jerky Water!

For more information mosey on over to <https://frisco-brands.webnode.co.uk> or follow The Texas Cattle Club on Twitter at <https://twitter.com/TexasCattleClub>

SOURCE Frisco Brands, Inc.

<https://www.youtube.com/watch?v=rFzjxklga8E>



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