

D.Jays Gourmet Expands Retail Footprint to Meet Growing Demand for Healthier Snacking

Australia's leading biltong and jerky producer, D.Jays Gourmet, has expanded into the travel sector for the first time with its beef biltong and Truckin' Good Jerky now stocked in WHSmith stores nationwide.



Perth, Western Australia Aug 21, 2025 ([Issuewire.com](https://www.issuewire.com)) - Australia's leading producer of premium biltong and jerky, [DJays Gourmet](https://www.djaysgourmet.com.au), has accelerated its expansion drive with a significant move into travel retail.

DJays has partnered with WHSmith to supply a selection of beef biltong products alongside its Truckin' Good Jerky range to WHSmith stores at all major airports and some train stations nationwide.

This partnership marks the brand's first entry into the travel retail channel and is backed by a major investment in new high-tech packing equipment that will increase the company's production capacity.

The WHSmith deal is a milestone that DJays Gourmet's General Manager, [Arron Zamel](#) says underpins the brand's commitment to growth and innovation.

"Consumer behaviour is shifting and there is a very definite trend towards healthier snacking," he said. "We're thrilled about this partnership as it strengthens our retail footprint as well as supports WHSmith's desire to increase their offering in response to evolving consumer preferences."

Expanding production to meet market growth

The WHSmith deal was inked at the same time that DJays took delivery of new state-of-the-art packing equipment at its factory in Perth, Western Australia.

The equipment will increase the company's current production output and will improve operating efficiencies - allowing DJays to target larger customers across key retail sectors including Convenience and Impulse Retailing (C&I) as well as pursue other growth opportunities.

"This expanded capacity opens up huge opportunities to support our growing network and increase our shelf exposure with new flavours and product lines. It's a clear statement of confidence in the market and a strategic investment that future-proofs our ability to service demand from our ever-expanding [wholesale distribution](#) network as well as from our online sales channel," Zamel said.

Unlocking new opportunities

The increased production capability also enables DJays to explore new business opportunities and build on its long-term growth strategy.

"We already do a significant amount of co-operative packing for other jerky producers and are looking to expand this side of the business through new customer relationships," he added.

Partnerships drive growth

The company's collaboration with WHSmith was sparked by a meeting between Zamel and the retailer's buying team at the C&I Expo in Melbourne two years ago - and the DJays GM believes it reflects the company's commitment to forging strong, long-term partnerships that fuel mutual growth and success.

Zamel explained that DJays' entry into the travel retail sector enabled the company to reach more consumers while supporting WHSmith's drive to expand its range of healthier snack options. "It's a win-win situation," he said.

Protein-rich jerky and biltong are fast becoming staples in the healthier snacking category and DJays aims to cement its position as the partner of choice to supply - as well as develop - a variety of dried meat products that align with evolving customer needs.

Building on 40 years of success

Over the past 30 years, DJays has grown from a small home-based family business into a leading national manufacturer of premium dried meat products. With its deep industry experience, innovative approach to product and flavour development and its newly expanded production capability, the company is strongly positioned to take advantage of the dynamic retail environment.

“We’re always open to conversations with retailers across all channels and we are very positive about significant growth in the coming years,” Zamel said. “DJays has been fortunate in the past, but we know it’s important to build on that foundation and ensure the company’s longevity through innovation and new avenues of growth.”

He concluded by saying that the investment in high-tech equipment took the pressure off the production side of the business – allowing DJays to fulfill their customers’ needs whilst freeing them up to pursue new partnerships like the one with WHSmith which broadened their national reach.

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