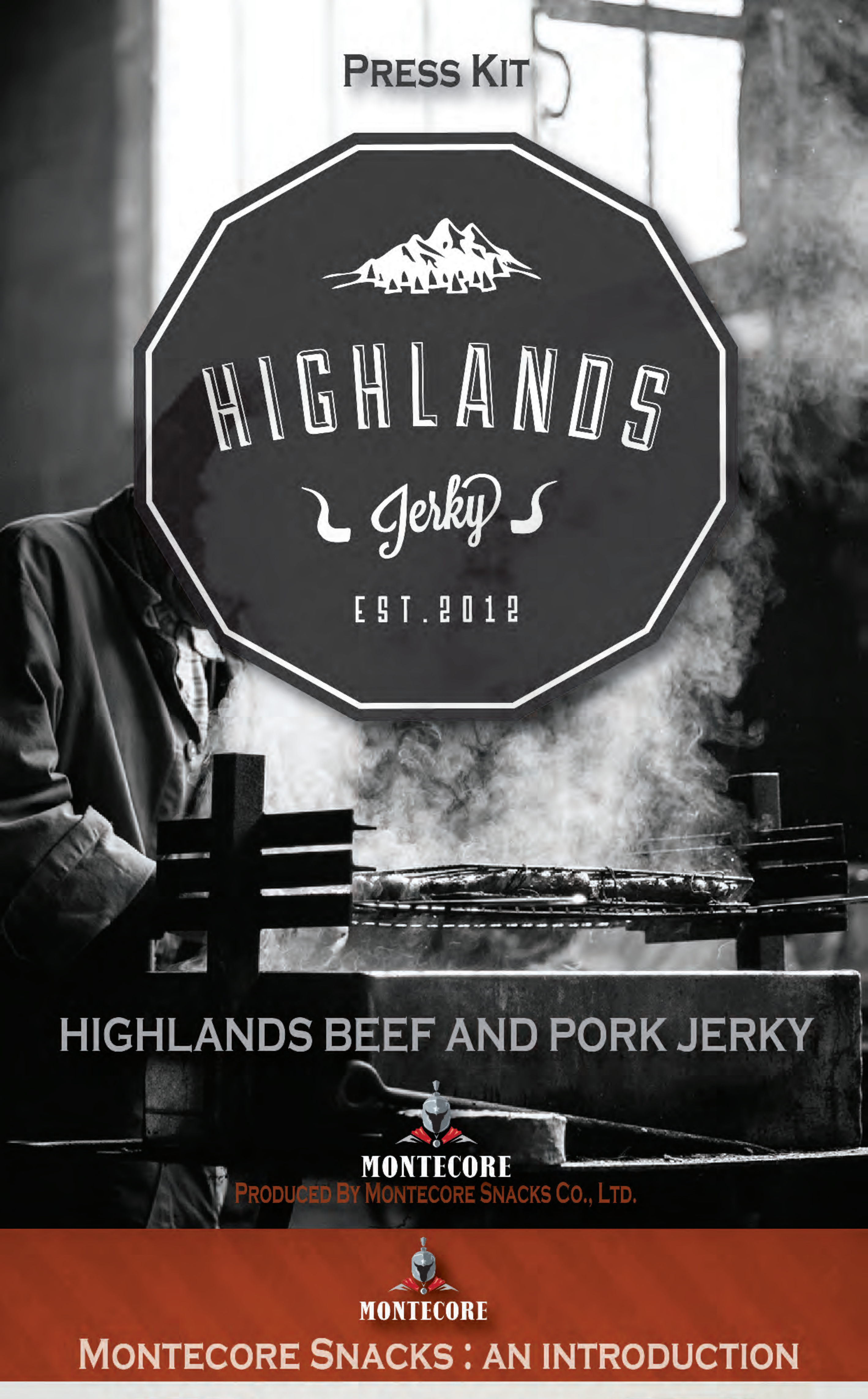
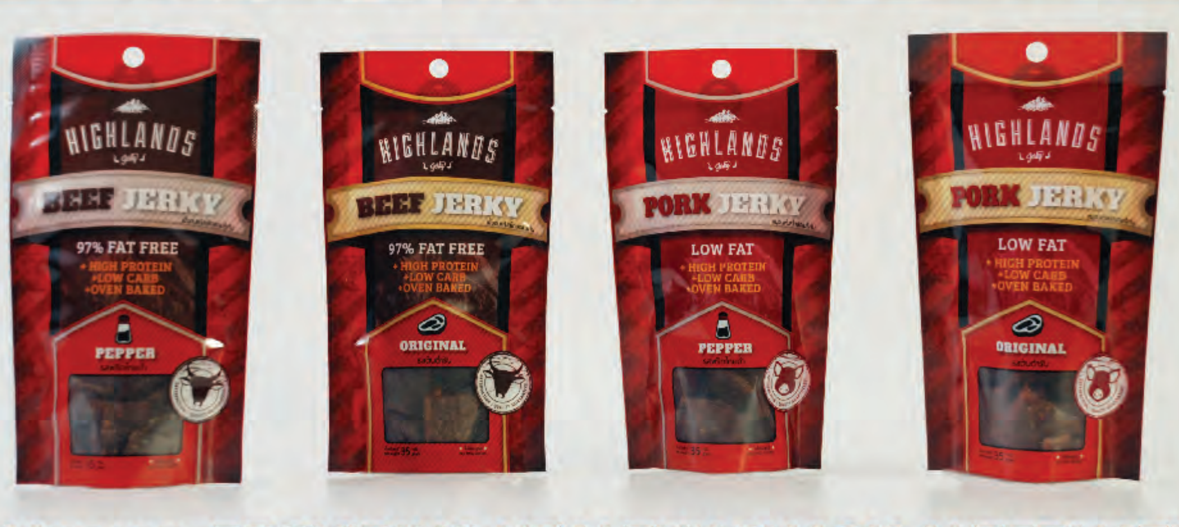


PRESS KIT

HIGHLANDS BEEF AND PORK JERKY

MONTECORE
Produced By Montecore Snacks Co., Ltd.

MONTECORE SNACKS : AN INTRODUCTION



OUR VISION: PROVIDING HEALTHY SNACK ALTERNATIVES

Montecore Snacks Co., Ltd. aims to become the largest producer of commercial beef and pork jerky packaged snacks in South East Asia. The company aims to provide this healthy (high protein, low fat, low carb, oven-dried) snack alternative as well as many others to the Southeast Asian Market. Led by a team of young entrepreneurs, Montecore Snacks aspires to set new standards for the snack market by putting less emphasis on lowering cost of ingredients (thus lowering the nutritional value of the product), lowering prices of products, or spending heavily on traditional marketing media. However, the company aims to provide a nutritionally healthy snack at a reasonable price that satisfies the nutritional requirements of top athletes or health-conscious individuals.

OUR COMPANY

Based in Bangkok, Thailand, Montecore Snacks Co., Ltd. was founded by former white water slalom kayaking national team member Krit Sukawat. During his time in the national team and as founder/coach/-captain of the Chulalongkorn University Rowing Team, he realized that athletes did not have healthy snack choices to re-fuel their muscles during training and between meals. He took the initiative and implemented Native American preservation techniques with meats in Thailand to create a hybrid of the high-protein jerky snack, boasting the time-tested stabilty of its American counterparts and a flavor profile compatible with the most discerning Thai palate.

WHAT'S HAPPENING

Montecore Snacks is launching our flagship product, Highlands Jerky, into the Thai market this November. The company aims to make the product availiable for health-conscious consumers in a variety of locations which include fitness centers, pool halls, restaurants and more. It also plans to enter all chain-department stores by the end of 2014.

CONTACT INFORMATION

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HIGHLANDS JERKY PRODUCT FACT SHEET

HIGHLANDS
Jerky
EST.2012

PREMIUM SOFT BEEF AND PORK JERKY

WHAT IS HIGHLANDS JERKY

HIGHLANDS JERKY CONSISTS OF HIGH QUALITY LEAN MEAT THAT HAS BEEN TRIMMED OF FAT, CUT INTO STRIPS, AND DRIED TO PERFECTION. A TYPICAL 35 G PORTION OF FRESH JERKY CONTAINS 12-17 G OF PROTEIN, 1 G OF FAT, AND 0-3 G OF CARBOHYDRATES. IT IS A GREAT SOURCE OF ORGANIC PROTIEN WITH A SHELF LIFE OF MORE THAN 6 MONTHS.

HEALTH BENEFITS OF JERKY

HIGH PROTEIN	A TYPICAL 35-GRAM PORTION OF HIGHLANDS JERKY CONTAINS 12-17 GRAMS OF ORGANIC PROTEIN AND CRITICAL AMINO ACIDS THAT CAN ONLY BE OBTAINED FROM CONSUMING MEAT PRODUCTS.
97 % FAT FREE	ONLY LEAN MEAT IS USED TO PRODUCE HIGHLANDS JERKY. DURING THE DRYING PROCESS, EVEN MORE FAT IS LOST FROM THE PRODUCT, MAKING HIGHLANDS JERKY A NEARLY FAT-FREE PROTEIN SOURCE.
OVEN DRIED	HIGHLANDS JERKY IS COMPLETELY UNLIKE MOST RTE (READY-TO-EAT) SNACKS IN THAT IT IS SLOW-COOKED TO PRESERVE MAXIMUM NUTRITIONAL VALUE AND SUBSEQUENTLY DRIED AS OPPOSED TO BEING FRIED.
LOW CARB	HIGHLANDS JERKY IS MADE FROM MIXING 100% PURE MEAT, WITH ALL-NATURAL SEASONING ADDED FOR TASTE. UNLIKE MANY TRADITIONAL SNACKS, IT IS NOT MADE FROM GUT-BLOATING CARBOHYDRATES LIKE POTATOES OR RICE.

CONVIENIENCE

HIGHLANDS JERKY IS A CONVENIENT SOURCE OF PROTEIN FOR ANY DEDICATED ATHLETE OR HEALTH-CONSCIOUS SNACKER. IT CAN BE STORED AT ALMOST ANY TEMPERATURE AND HAS A SHELF LIFE OF MORE THAN 6 MONTHS. THIS MEANS IT IS A GREAT SNACK PEOPLE CAN ENJOY ANYWHERE, AT ANY TIME, WHETHER THAT BE AFTER A VISIT TO THE GYM, ON A LONG ROAD TRIP, ON A HIKING TRIP, OR AS A SNACK BEFORE BED.

PRODUCT SPECIFICATION

HIGHLANDS JERKY IS PACKAGED IN A 7X4 INCH PACKAGE WITH A NET WEIGHT OF APPROXIMATELY 35 GRAMS. THE PLASTIC USED IN THE PACKAGING IS PET-LL WITH A THICKNESS OF 100 MICRONS WHICH ENSURES THE FRESHNESS AND CLEANLINESS OF THE PRODUCT INSIDE. HIGHLANDS JERKY COMES IN BOXES CONTAINING 24 PACKAGES WHICH CAN BE TRANSFORMED INTO A PRODUCE DISPLAY STAND, MAKING THEM EASY DELIVERY SYSTEMS AT ANY POINT OF PURCHACE.

MONTECORE
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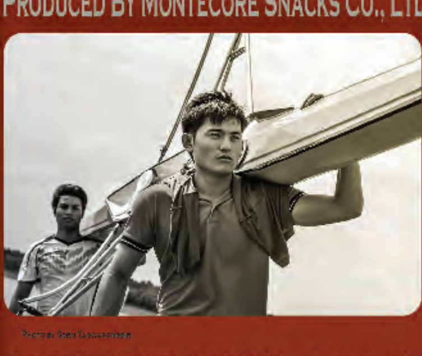
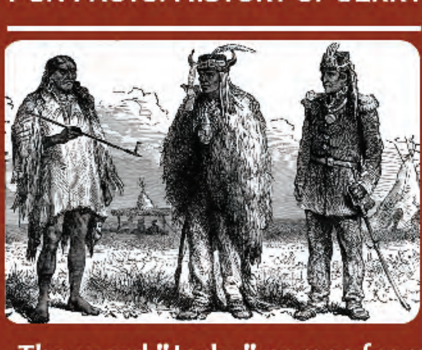


HIGHLANDS JERKY is a premium jerky snack made exclusively from natural ingredients in a homemade fashion. Since Highlands Jerky is oven-cooked, it is low in both fats and carbohydrates, making it one of the healthiest snacks money can buy. Made from 100% real beef and pork, Highlands Jerky is an excellent source of protein, making it a great post workout snack for any dedicated athlete. Originally created by CEO and founder Krit Sukawat as a healthy snack suitable for the Chulalongkorn University Rowing Team, the snack has gained popularity amongst teamates, family, and friends, with potential for conversion into a financially viable commercial endavor.

FUN FACTS: HISTORY OF JERKY



The word "Jerky" comes from the Incan word "Ch'arki" which means dried beef. The first American settlers learned how to preserve meat, a valuable protein source, allowing them instant access to a great source of nutrition within the North American wilderness.

★ JERKY PRODUCTION ★

WHY IT'S THE HEALTHIEST SNACK IN THE MARKET!

UNLIKE MOST SNACKS IN THE MARKET, BEEF JERKY IS NEITHER FRIED NOR DOES IT CONTAIN HIGH LEVELS OF FATS AND CARBOHYDRATES. THIS IS DUE TO ITS CRAFTING PROCESS, WHICH IS DERIVED FROM TECHNIQUES PIONEERED BY NATIVE AMERICAN TRIBES WHO PRESERVED MEAT IN A SIMILAR FASHION. IT TAKES THREE DAYS OF GREAT CARE AND ATTENTION TO TURN PREMIUM MEAT INTO HIGHLANDS JERKY.

MEAT TRIMMING

WE START BY INSPECTING THE MEAT TO ENSURE THAT IT IS LEAN AND FRESH. WE THEN MANUALLY TRIM OFF THE FAT AND TENDONS BEFORE THE MEAT IS MARINATED. OUR SECRET JERKY MARINADE, CONSISTING OF 14 EXPERTLY CHOSEN INGREDIENTS IS PREPARED DAILY TO ENSURE FRESHNESS.

CURING

"CURING" IS A METHOD OF PRESERVING MEAT THROUGH THE USE OF SALTS, SUGARS, AND HERBS. TO CURE, MEAT IS RUBBED OR SUBMERGED IN THESE INGREDIENTS. THIS PROCESS CAN TAKE FROM 24 HOURS TO MANY MONTHS, SUCH AS IN THE CASE OF PREMIUM BACON, SAUSAGES OR HAMS. DURING THIS PROCESS THE CHEMISTRY OF MEAT CHANGES; BACTERIA IS EXTERMINATED AND THE MEAT BECOMES TRANSCENDENTLY FLAVORFUL.

POSITIONING

AFTER THE CURING PROCESS IS COMPLETE, THE MEAT IS MANUALLY PLACED ON TRAYS READY TO BE SMOKED AND DRIED. THIS PROCESS MUST BY DONE BY HAND, AS THE DIFFERENT SHAPES, SIZES, AND TOUGHNESS OF THE MEAT MEANS THAT EXTRA CARE IS NEEDED TO ENSURE EACH PIECE IS POSITIONED WELL AND WILL DRY OUT EVENLY.

SMOKING

WOODS SUCH AS HICKORY, OAK, MESQUITE AND APPLE ARE USED IN THE SMOKING PROCESS. SMOKING HELPS PRESERVE THE MEAT, EXTENDING THE SHELF LIFE OF THE PRODUCT, WHILE SIMULTANEOUSLY IMBUING IT WITH A DELIGHTFUL AROMATIC HINT OF BARBECUE. THIS IS AN IMPORTANT STEP IN PRODUCTION AS THE PERFECT AMOUNT OF SMOKE IS NEEDED TO GIVE THE MEAT ITS SIGNATURE AROMA.

DRYING

FINALLY, THE MEAT IS SLOW-COOKED/ DRIED FROM 16 TO 20 HOURS DEPENDING ON THE TYPE OF MEAT AND BATCH SIZE. THIS STEP REDUCES THE MOISTURE AND WATER ACTIVITY WHILE GIVING THE JERKY ITS UNIQUE TEXTURE. THE TIME-TEMPERATURE COMBINATION OF DRYING GIVES HIGHLANDS JERKY ITS SHELF LIFE OF MORE THAN 6 MONTHS.

BOARD OF DIRECTORS

CHIEF EXECUTIVE OFFICER - KRIT SUKAWAT

Krit (Tone) Sukawat, 23, a first class honors graduate from the Faculty of Communications Arts, Chulalongkorn University, is the creator of the Highlands Jerky Recipe and founder of Montecore Snacks Co., Ltd. As a national athlete and founder of the Chulalongkorn University Rowing Team, Krit realized the need for a high protein low fat snack. Not finding a product that fits his requirements, he decided to produce American-style beef jerky for his team mates. Turning concept into reality, Krit brought together a team of friends and investors to form Montecore Snacks Co., Ltd in early 2012 and to this day remains a leader in the company.

CHIEF OPERATIONS OFFICER - ANAN SUKUMPANUMET

Anan (Junior) Sukumpanumet,22, a graduate of the Faculty of Communication Arts, Chulalongkorn University is the powerhouse of the management team. He is an expert in information organization and is main force behind the company's business operations. From assisting CEO Krit Sukawat with perfecting the Highlands Jerky Secret Recipe in its final stages, to co-ordination all company activities into an effective workflow, Anan is the most crucial element behind the progress of this team.

CHIEF SALES OFFICER - KERATI KERATICHEWANUN

Kerati (Boss) Keratichewanun,23, is also a graduate of the Faculty of Communications Arts, Chulalongkorn University, is the driving force behind the company's sales unit. Naturally detail oriented, Kerati not only the company's greatest arsenal in the RTE snack market, but is also the key to the consistency of Montecore's products. By systematically re designing the workflow of the production line that allows for multiple stages of quality checks, Kerati has greatly increased the consistency, taste, and stability of the company's products.

CHIEF BUSINESS DEVELOPMENT OFFICER - CHITSANUCHAR KANJANAPOKIN

Chitsanuchar (Rich) Kanjanapokin, 24, is the source of professionalism in this young management team. Having the most experience in the food industry and the modern trade arena, Chitsanuchar acts as a compass for the company by guiding the team towards its goals.

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CORPORATE SOCIAL RESPONSIBILITY

HIGHLANDS JEKRY IN THE COMMUNITY

HIGHLANDS
FLOOD RELIEF
2013

HIGHLANDS JERKY FLOOD RELIEF EFFORT

AFTER WEEKS OF HEAVY RAINFALL, THE AREAS SURROUNDING THE DISTRICTS OF PANTHAONG AND PANAT NIKOM,(CHONBURI PROVINCE) WERE SEVERELY FLOODED IN EARLY OCTOBER 2013. WATER LEVELS VARIED FROM 40 TO 150 CENTEMETERS IN THE WORST HIT AREAS AND LOCALS WERE SUFFERING FROM A LACK OF ACCESS TO FOOD, WATER, AND ELECTRICITY.

SINCE HIGHLANDS JERKY IS A READY-TO-EAT, SHELF-STABLE SOURCE OF PROTEIN, IT FALLS IN LINE AS A GREAT SOURCE OF NUTRITION FOR THIS SITUATION WHERE PEOPLE ARE NOT ABLE TO REFRIEGERATE OR STORE ANY FRESH FOOD IN THEIR HOMES. THEREFORE WE DECIDED TO DISBURSE OUR PRODUCTS TO THE FLOOD-RAVAGED AREAS IN AN EFFORT TO AID THE COMMUNITY.

WE WERE GREETED BY THE COMMUNITY WITH A VERY WARM WELCOME. THEY EXPLAINED THAT THERE WERE MANY DONATIONS IN THE FORM OF FRESH WATER BOTTLES AND INSTAND NOODLES AND OTHER CARBOHYDRATES; HOWEVER, IT WAS DIFFICULT TO STORE ITEMS LIKE MILK OR FRESH MEAT DUE TO THE LACK OF ELECTRICITY.

TUNG MAHAMEK ORPHANAGE VISIT

OUR TEAM FROM HIGHLANDS JERKY VISITED THE TUNG MAHAMEK ORPHANAGE ON KING CHULALONGKORN DAY FOR A CHANCE TO TREAT THE CHILDREN ON THE AUSPICIOS OCCASION.

THE 100 + BOYS AT THIS FACILITY AGED BETWEEN 7 AND 12 YEARS OLD LIVE TOGETHER IN FIVE HOMES UNDER THE SUPERVISION OF THEIR TEACHERS AND CARETAKERS. THEIR CARETAKERS EXPLAINED TO US THAT LIKE ALL BOYS, THE CHILDEN HERE LOVE TO PLAY SPORTS LIKE SOCCER AND BASKETBALL. IT IS THUS ALWAYS OPEN TO ANY DONATIONS OF FOOTWEAR OR PANTS. THEY ALSO EXPLAINED THAT NUTRITION IS ANOTHER MAIN CONCERN. "THE BOYS ARE AN AGE WHERE NUTRITUTION IS VERY IMPORTANT; THIS IS THE AGE THAT THEY WILL GROW. IT IS VERY APPARENT FROM THEIR SMALL STATURE THAT THEY ARE LACKING NECCESSARY NUTRITION" EXPLAINED ONE OF THE STAFF. THE CARETAKERS SAID THAT THEY ARE ALWAYS IN NEED OF MILK, HEALTHY SNACKS AND PROTEIN.

OUR TEAM IS VERY PLEASED THAT WERE WERE ABLE TO OFFER A HEALTHY SNACK CHOICE AND ENCOURAGE OTHERS TO VISIT THIS FACILITY.

MONTECORE SNACKS : QUICK FACTS

Headquarters: Bangkok, Thailand

Ownership: Privately owned

Type: Food processing

Established: 2012

Website: www.montecoresnacks.com

Management: Young, success-driven entrepreneurs whose background includes food manufacturing, marketing, communications, and sales. With an average age of 22.5 years old and ripe with ideas, these young professionals aim to introduce healthy beef and pork jerky snack choices to the Thai and ASEAN market. They aim to produce a premium quality, oven-dried snack that is high in protein, with minimal fat and carbohydrates, crafted with home made care yet maintaining the necessary qualities needed for a product to be sold in modern trade outlets. The team includes Managing Partners Anan Sukumpanumet, Kerati Keratichewanun, Chisanucha Kanjanaphokin, and Managing Partner and CEO Krit Sukawat.

Business Target: Mass-market with an emphasis on health-conscious individuals who strive to snack healthfully.

Certification: FDA- Certified by the Thai Food and Drug Administration

Products: Our newly-launched Jerky product line includes Original Beef Jerky, Peppered Beef Jerky, Original Pork Jerky, and Peppered Pork Jerky. In the future we aim to to expand this line to other types of meats and flavor while simultaneously introducing new and innovative healthy snacks to the Thai and ASEAN market.

MONTECORE SNACKS CO., LTD.

HIGHLANDS
BEEF JERKY
97% FAT FREE
ORIGINAL