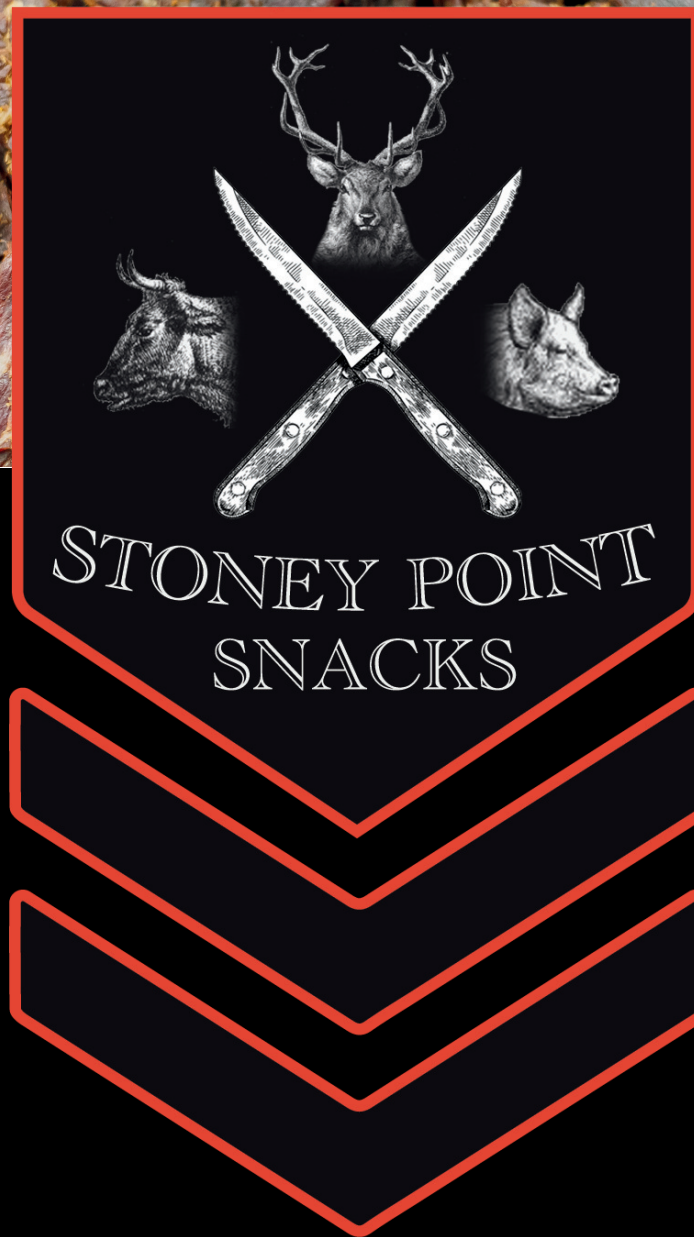




SUCCESS STORY

PREPARED BY FUHRMAN CREATIVE, LLC

JANUARY, 2025



BONJERK.

Can you tell us a bit about your brand and what inspired you to start your own jerky company?

We are an Asian-spiced jerky company, with flavors inspired by beloved East Asian dishes and made with responsibly sourced meat. Our current lineup includes three pork flavors: Char Siu, Black Garlic, and Málà Sichuan.

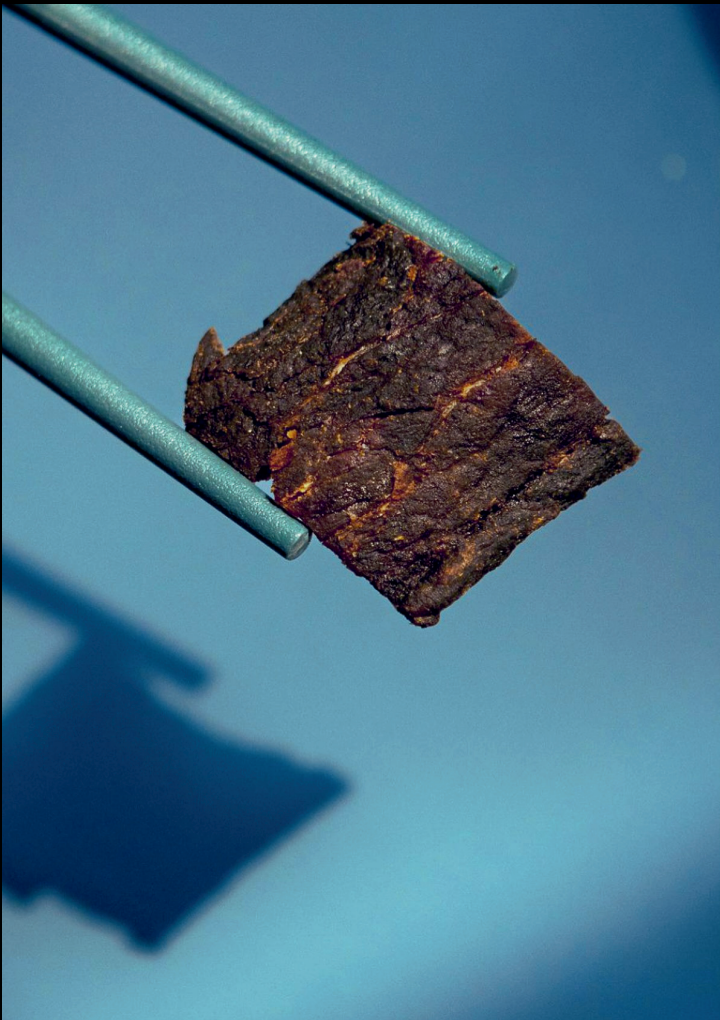
In 2017, a friend introduced me to some of the best beef jerky I'd ever tasted—one that wasn't available at local grocery stores. Inspired, I began experimenting in my own kitchen, incorporating the East Asian ingredients from my pantry.

Before launching Bonjerk, I spent seven years training as a whole-animal butcher, gaining deep insight into the meat industry to create the most flavorful and high-quality products. In the summer of 2024, we officially launched into retail, an exciting milestone made possible by the incredible support of Stoney Point and their team.





BONJERK®



How did you first hear about Stoney Point Premium Meat Snacks?

In 2022, one of their clients introduced me to Stoney Point. They couldn't recommend them enough.

A few months later, I visited their facility and met with Evan, Cody, Austin, and the rest of their crew. Right away, I knew these were people I could trust with our products. They treated each other like family—you could see it in the way they worked together and cared about what they do. They take so much pride in every step of the process, and that energy is contagious.



BONJERK.

How was the process of getting started with Stoney Point? Was it easy to navigate the steps of private labeling with them? What stuck out to you?



Moving our production to work with a co-packer was a huge step for us. As a small business, transitioning from making everything ourselves to trusting someone else with our production was pretty intimidating at first. But Evan and his team really took the time to guide us through the process. They were patient, transparent, and never made us feel rushed or that any of our questions weren't worth their time. This made such a difference during such a big transition and gave us more confidence in this new chapter of our business.

What really stuck out to me was how they treated us. Even though we're still growing little by little, they've never made us feel like "the small guys." In an industry where scale and numbers often take center stage, finding a team that truly shares the journey with you is rare. Evan and his team make this partnership feel equal, and they've been there to hold our hand through every step. I've always appreciated that kind of support—it makes all the difference.



BONJERK.

How has your ongoing relationship with Stoney Point been? How do they continue to support your jerky brand?

Our ongoing relationship with Stoney Point has been incredibly positive and supportive. They continue to be an integral part of our growth. What I truly appreciate is how hands-on they've been, always offering guidance when needed and providing flexibility as we scale. They're not just our manufacturer—they're our partners. They genuinely care about the quality of our products and are just as invested in our success as we are.

Whether it's helping with adjustments in the process or offering insights into improving our efficiency, they've been there to support us. As we've continued to grow, Stoney Point treats us like a valued partner, never making us feel like just another client. Their commitment to transparency, open communication, and their attention to detail really sets them apart. It's been a great journey, and we know they'll continue to be there as we scale.





BONJERK®



What would you say is the most valuable aspect of your partnership with Stoney Point?

The most valuable aspect of our partnership with Stoney Point is knowing that, no matter what challenges arise, we can rely on them as true partners. They approach every situation with the mindset that we'll work through it together, and that sense of collaboration and trust is invaluable. What stands out the most is the way they treat their own team—it's clear that they treat their employees like family, and that same respect and care extends to their clients, including us. It's that genuine, family-oriented approach that makes working with Stoney Point so special and ensures we have the support we need every step of the way.



BONJERK.

Would you recommend Stoney Point Premium Meat Snacks to other entrepreneurs looking to start a private label jerky brand? Why?



We can't recommend Stoney Point enough. Not only will they work with you to create amazing products, but they genuinely care about helping you and your business succeed. When you have a team that's all in on supporting you, building a partnership where everyone wins just makes sense.

It's easy to get into this business, but staying afloat? That's the real challenge. Finding the right people to help you along the way is key to whether you make it in this industry or not. Stoney Point isn't just a co-packer—they'll be truly part of your journey, and that will make all the difference.



BONJERK.

Where do you see your brand going in the future, and how do you think Stoney Point will continue to play a role in your growth?



At Bonjerk, we focus on scaling sustainably while maintaining our commitment to producing high-quality jerky made with responsibly sourced meat. In the future, we plan to expand into other jerky products and flavors, and Stoney Point will be an essential part of that growth. The great thing about Stoney Point is that it feels like the sky's the limit with them. Whenever new ideas come to mind, I know I can always talk to them, and together, we figure out what we can make happen. We're excited to continue our partnership as we introduce new offerings and elevate Bonjerk to the next level.



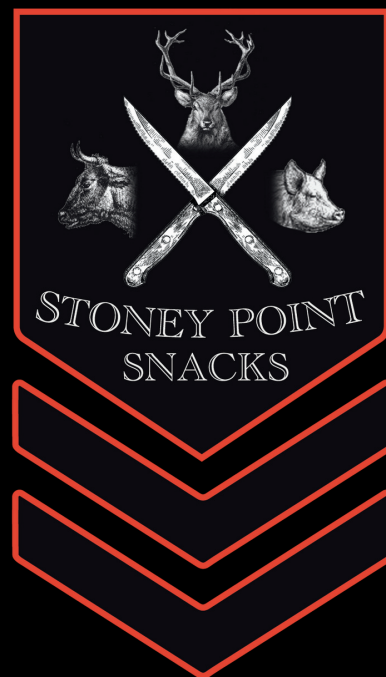
BONJERK.



Any final thoughts?

You guys are the best, and we're so grateful. It's been a true pleasure to work with each and every one of you ♥ - Anica

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