

FOR THE BOYS BEEF JERKY LAUNCHES NEW PACKAGING FEATURING ICONIC COWBOY-AND-DINOSAUR DESIGN

For The Boys Beef Jerky is proud to announce the launch of its newly redesigned packaging

MIAMI BEACH, FL, UNITED STATES, May 12, 2025 /EINPresswire.com/ -- [For The Boys Beef Jerky](#), a small-batch brisket jerky company based in North Carolina, has officially launched a full redesign of its packaging. The new look features a bold and simplified logo: a cowboy riding a dinosaur, now front and center on every bag. This marks a significant change from the company's original packaging, which featured a more chaotic design of a dinosaur bursting through the artwork.

The goal behind the redesign was straightforward — make the product easier to understand at a glance, and better reflect the brand's values. The previous design, while eye-catching, made the product's name and flavor hard to read. It also failed to clearly communicate the company's story or what kind of jerky was inside the bag. The new packaging addresses all of those concerns.

At the top of the bag, the red “For The Boys” banner is now unmistakable. Directly beneath it, a cowboy riding a T. rex is centered inside a yellow caution-style diamond. This symbol reflects the mix of old-school grit and modern chaos that defines the brand. Each flavor is now labeled clearly in bold block letters. There's no guesswork. Whether you're grabbing a bag of Carne Asada, Original, Spicy Sweet, or Garlic Pepper, the name is immediately visible.

This shift is about more than looks — it's about function. For men between the ages of 25 and 44, most decisions are quick: grab, go, done. Whether it's food, gear, or tools, it needs to be clear and reliable. For The Boys made sure the new packaging cuts through the clutter without losing the raw personality that attracted customers in the first place.



For The Boys Original Flavor New Package Design

The company's origin story is rooted in a simple idea: make jerky better. Not mass-produced, not machine-dried, not loaded with sugar or filler — just real beef, marinated, slow-dried, and made in small batches using brisket cuts. Over time, that commitment to quality earned a loyal following. But with growth came the need to evolve.

The original design had its place. It was wild, loud, and built to turn heads. But it didn't provide structure. The flavor names blended into the background. The branding didn't always match across products. And there was no single image or logo that represented the company in a way that could expand into future products, promotions, or merchandise.

The new cowboy-and-dinosaur logo changes that. It introduces a symbol that represents more than just jerky — it speaks to the lifestyle behind it. For the guy who packs light, moves fast, and doesn't mind dirt under his nails, this design hits the mark. It doesn't try too hard. It just fits.

From a design standpoint, the packaging is now cleaner and more organized:

The brand name is positioned clearly at the top in red and white

The central graphic is unique, but not overwhelming

The flavor is easy to spot, even from a distance

The matte black bag keeps its rugged, masculine feel

The resealable pouch is built for use — whether it's in a range bag, backpack, or glovebox

Importantly, the change does not affect the product itself. The jerky inside remains the same — thick-cut brisket slices, slow-marinated, with no shortcuts in preparation. All core flavors are continuing in the new packaging:

Original: Straightforward beef flavor with a traditional salt-forward profile

Garlic Pepper: Deep garlic flavor with cracked black pepper heat

Spicy Sweet: A blend of chili and honey, for those who like contrast

Carne Asada: Citrus-forward with bold seasoning inspired by Mexican street food

The company also confirmed that limited-edition flavors and seasonal runs will continue under the new packaging format, offering room for creative expansion while keeping the brand instantly recognizable.

The visual upgrade also helps set the foundation for where the company is headed. A simplified, iconic design works better across digital, print, and merch. Whether it's a sticker, hat, or future flavor release, the cowboy-and-dino emblem can anchor it all. The team behind For The Boys says that this move opens the door for more flexible storytelling, better collaborations, and clearer communication across platforms.

In addition, the redesign allows the company to streamline its production process. With a unified visual style and consistent brand placement, packaging errors are reduced, and flavor identification is immediate. For the customer, that translates to less confusion and faster decisions. For the brand, it means fewer variables and stronger product integrity.

To celebrate the change, For The Boys is offering exclusive dual-packs that feature one bag in the new design and one in the legacy dinosaur-breakout packaging — a limited run for longtime fans who want a piece of brand history. These are available only through the website while supplies last.

Old inventory will be gradually phased out through online sales and direct customer bundles. There will be no product waste from the transition, as all existing bags will be sold before new versions take full precedence.

This rebrand isn't about going mainstream. It's about getting sharper, not softer. For The Boys has always been a brand that keeps it real: no gimmicks, no corners cut, just good meat and bold design. Now, the outside of the bag finally matches what's inside.

The updated packaging is now available across the website and through all active distribution partners. Men looking for jerky that keeps pace with their lifestyle — whether they're in the gym, on the job site, or out in the woods — now have a cleaner, stronger, and more intentional brand to back them up.

Emily Jones

For The Boys Beef Jerky

fortheboysbeefjerky@gmail.com

Visit us on social media:

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/811191488>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.