

Old Trapper Renews Partnership with Jim Rome for Seventh Consecutive Year

Popular "What's Your Beef?" Segment Returns as Part of Continued Collaboration

FOREST GROVE, OR, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Old Trapper, a leader in the [meat snacks](#) category, today announced the renewal of its sponsorship with sports personality, Jim Rome, for the seventh consecutive year. The longstanding partnership connects Old Trapper with passionate sports fans nationwide.

Through the renewed partnership, Old Trapper will maintain a prominent presence across The Jim Rome Show through on-air mentions, integrated content and social media engagement. The collaboration will once again feature the custom "What's Your Beef?" segment, in which Rome's audience weighs in weekly with their takes on sports and beyond.



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Jim's connection with sports fans has made this longstanding partnership a natural fit for Old Trapper”

Robert Leary, Chief Marketing Officer

“Jim has built an incredibly loyal audience by delivering sports commentary with a voice that is authentic, direct and unmistakably his own,” said Robert Leary, Chief Marketing Officer of Old Trapper. “That connection with fans has made this longstanding partnership a natural fit for Old Trapper.”

“Old Trapper has become part of the fabric of the show and a brand our audience genuinely knows and enjoys,”

said Jim Rome. “After seven years together, the partnership continues to feel authentic, and ‘What’s Your Beef?’ remains a great way for our audience to join the conversation on the issues that matter to them.”

The Jim Rome Show is available across broadcast and satellite radio, as well as through the Jim

Rome FAST channel on smart TVs and multiple streaming platforms, including Amazon Fire TV and Roku. The program is also featured on X, extending its reach and engagement among sports fans across platforms.

Known for its handcrafted process and signature real wood smoked flavor, Old Trapper [beef jerky](#) is a go-to snack for sports fans nationwide.

The continued partnership with Jim Rome reinforces Old Trapper's strong connection to the sports community and its commitment to delivering the best beef jerky for every game.

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About Old Trapper Smoked Products

Old Trapper Smoked Products has produced its signature line of authentic handmade beef jerky from its headquarters in Forest Grove, Oregon since 1969. That 55+ years of experience, complemented by continued investments in state-of-the-art processes, result in top-quality products that are distributed nationwide. A family-run business, Old Trapper has been recognized as Category Captain by Convenience Store News, and offers a full line of high-quality, naturally smoked meat snacks using only the best lean strips of beef, the freshest seasoning ingredients and real wood-fired smoke. Old Trapper beef jerky is available in a variety of flavors including Old Fashioned, Peppered, [Teriyaki](#), and Hot & Spicy. For more information, please visit www.OldTrapper.com.

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