

From Sunday Supper to Sandwiches: Aussie Select Bets the Future of Lamb Is in the Deli

Female-founded brand is bringing Australian lamb into familiar, everyday eating occasions through deli meats and charcuterie

MARIETTA, GA, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- For generations, lamb in

“

Someone may love lamb when they order it at a restaurant but never think to put it on their Tuesday lunch sandwich. We're trying to close that gap.”

Jaclyn Oyola, CEO and Founder

America has largely been associated with holidays, restaurant entrées and special-occasion meals. Aussie Select believes one of the biggest opportunities for the protein lies somewhere much more everyday: the deli.

The female-founded brand is working to change how Americans think about and eat lamb by transforming Australian pasture-raised lamb into familiar deli and charcuterie formats, including Pastrami, Agave Rosemary and Tikka Masala seasoned lamb.

The idea is simple: Rather than asking consumers to learn how to cook lamb, Aussie Select is putting it into occasions they already understand: sandwiches, wraps, salads, charcuterie and snack boards and easy meals.

“We've spent years talking about how to get Americans to eat more lamb, and I think sometimes we make it too hard,” said Jaclyn Oyola, founder and CEO of Aussie Select. “Consumers already know what to do with pastrami. They know what to do with sliced roast beef. They know how to build a sandwich or a charcuterie board. Our opportunity is to make lamb feel just as easy and familiar.”

Making Lamb an Everyday Protein

Americans eat less lamb than other animal proteins, creating both a challenge and an opportunity for the category. While lamb has traditionally been marketed around premium cuts and center-of-the-plate meals, Aussie Select is taking a different approach: meeting consumers in high-frequency occasions where lamb has historically had little presence.

Its fully cooked lamb products are designed to be eaten hot or cold and require no cooking, lowering one of the barriers consumers can encounter when trying lamb at home.

“Discovery is a huge part of this,” Oyola said. “Someone may love lamb when they order it at a restaurant but never think to put it on their Tuesday lunch sandwich. We’re trying to close that gap.”

Building Demand Beyond Distribution

As Aussie Select continues to expand its retail presence, the company is pairing distribution growth with consumer education and trial.

The brand is investing in geo-targeted creator partnerships, digital advertising and ecommerce discovery designed to reach shoppers close to stores where products are available. Rather than viewing a retail authorization as the finish line, Aussie Select sees getting onto the shelf as the beginning of the work required to build a new category behavior.

“Retailers are taking a chance on something genuinely different, and we have a responsibility to help make that successful,” Oyola said. “You can’t put an unfamiliar product on a shelf and simply hope consumers find it. We have to create awareness, give people ideas for how to use it, drive trial and then give them reasons to come back.”

The company is also developing store-level education, pairing and serving ideas and creator content to help make lamb charcuterie more approachable for both retail teams and consumers.

Familiar Flavors, a Different Protein

Aussie Select products are made with Australian pasture-raised lamb and are Halal certified, gluten-free and made with all-natural ingredients. The range uses recognizable flavor profiles as an entry point into the category, from traditional pastrami seasoning to rosemary and globally inspired Tikka Masala.

For Oyola, that familiarity is central to the brand’s strategy.

“We’re not trying to convince America to suddenly become a nation of lamb experts,” she said. “We want someone to see lamb pastrami and think, ‘I know exactly what I could do with that.’ That moment is how you start turning an occasional protein into an everyday one.”

Aussie Select products are currently available at select retailers across the U.S., including Wegmans and Hy-Vee, with additional retail expansion planned for fall 2026. Consumers can find the nearest location using the store locator at [AussieSelect.com](https://aussieselect.com). With additional retail expansion planned for fall 2026, Aussie Select is continuing to build toward a larger ambition: creating more places, occasions and reasons for Americans to eat lamb.

“Growing lamb consumption doesn’t have to start with a rack of lamb,” Oyola said. “It might just start with lunch.”

About Aussie Select®

Aussie Select® is a female-founded specialty meat brand reimagining Australian lamb for the American deli. Its fully cooked lamb deli meats and charcuterie combine Australian pasture-raised lamb with familiar and globally inspired flavors in convenient formats designed for sandwiches, boards, snacking and everyday meals. Aussie Select products are Halal certified, gluten-free and made with all-natural ingredients. Learn more at aussieselect.com.

Jaclyn Oyola

World Select Cuts, LLC

+1 404-259-2476

jaclyn@worldselectcuts.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/937958423>

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.

© 1995-2026 Newsmatics Inc. All Right Reserved.