

Old Trapper Heads to the 2026 NACS Show as the Dollar-Sales Growth Leader in Total U.S. Jerky

FOREST GROVE, OR, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Old Trapper, a leader in the [meat snacks](#) category, today announced its participation in the 2026 NACS Show, taking place October 6–9 at the Las Vegas Convention Center in Las Vegas. At Booth N1273, Old Trapper will showcase its portfolio of premium meat snacks and share category insights highlighting the continued importance of jerky in convenience retail and the brand's position as the growth leader in total U.S. jerky.



According to Circana data for the 52 weeks ending June 14, 2026, dried meat snacks generated \$2.1 billion in U.S. convenience-store sales, an increase of 3.7%. Bagged products accounted for 48% of category dollar sales, demonstrating jerky's significant category value.

Jerky has also demonstrated sustained strength over time. During the latest five-year period, total jerky dollar sales increased 16.9%, while Old Trapper jerky grew 24.3%—outpacing the category by 7.3 percentage points.

"Meat snacks continue to perform well in convenience, and jerky remains an essential part of that success," said Robert Leary, Chief Marketing Officer of Old Trapper. "The data shows that consumers continue to place significant value on bagged jerky — and Old Trapper is leading that growth. For retailers, prioritizing the brands driving the category forward can help maximize the jerky opportunity."

Old Trapper's recent performance further supports that strategy. For the 26 weeks ending August 9, 2026, Old Trapper was the dollar-sales growth leader in total U.S. jerky, adding \$8.9 million in sales while several leading jerky brands declined.

“Not all jerky brands are performing the same,” Leary added. “Consumers are voting with their dollars, and Old Trapper continues to gain momentum. Our focus remains on delivering the quality, value and proven products that help our retail partners build stronger, more productive jerky sets.”

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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. For more information, please visit www.OldTrapper.com.



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Robert Leary, Chief Marketing Officer

Kristyn Ristaino
Avalon PR Group
+1 512-777-8602

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