

JERKY

WALLY

BEST NEW FOOD CONCEPT - 2017

SYNOPSIS

This new food concept was born out of the 20th anniversary celebration that we created for our industry professionals. This event was our chance to show off and WOW our clients, peers, and fellow event professionals. We knew that we wanted to serve a selection of jerky, however in a re-imagined format that would eventually become a work of art. We wanted this to be a grab-and-go concept which led us to this design. We have shared the "Jerky Wall" with our clients multiple times since it's inception and are so proud to have it as a member of our unique inventory.



CONCEPT & OBJECTIVES

The concept of this installation has many characteristics, all of which are strategic and add a unique element. The presenting of a familiar food item, jerky, but in a new and attractive way is what sets it apart and makes this concept more of an experience than a basic food station. The main goal of this new food concept was to show something that had not been done before, but to do it our way! The added "JERKY" sign, individual stickers and photographic signage really helped launch this new idea into the industry.



IMPACTS & RELATES TO THE EVENT

Guests love how they can walk up to these walls and choose a flavor, or take one of each! The idea of grab-and-go makes this food item not only easy to eat while mingling in the crowd, but gives the option of taking it with you. The strategic placement of these Jerky Walls is a huge selling point to events as they can be placed in small spaces or even in a doorway. The impact on guests was that of an interactive food element, as the guest had to physically walk up to the walls to see what was individually wrapped inside each cello bag. The fun packaging is just another added element to which this concept can add a company logo, event element or enhance the event theme.



ORIGINALITY AND PRODUCTION

The originality of this concept derives from the most basic idea: taking an ordinary food item and re-imagining it. Jerky has never been known as a popular item to serve at an event, however, it is definitely a loved food treat. The individually wrapped jerky mixed with custom printing and signage makes people rethink the food item altogether. We love how simplistic concept is, but also how incredible the design looks at an event. The Jerky had to be outstanding and complex to overcome the commonness of the idea, so we have offered beef, pork, lamb and veggie options on display.



CHALLENGES & OBSTACLES

When we were discussing the plans and concept of this unique food presentation, our chef could foresee a few obstacles, but we love a challenge!

The main challenge any chef would have to consider is time. The production of Jerky takes a lot of time, however, this can also be a benefit if you plan ahead. This specific food item can certainly be prepared weeks in advance and be stored at room temperature. We used this to our advantage and have fine-tuned the process.

Packaging was the second obstacle, as each bag required filling, folding and stickering. As with most new concepts, we eventually worked through the kinks and discovered the best procedure. We are now able to print labels in-house which lets us sticker each bag before or as the jerky is being prepared. Therefore the planning of this process is easier and the production is affordable.

The presentation was also a challenge. We created this concept at an actual event and had to think of space as a major factor. This is how we came upon the vertical presentation. Now, that is a huge selling point of the Jerky Station.



KEY RECIPES

Recipes: Buffalo Ribeye Jerky - Yield ¼ LB

Ingredients:

- 1 Lb Buffalo Rib Eye trimmed off outer fat
- ½ cup teriyaki sauce
- 1 tsp fish sauce
- 1 tbsp thai chili sauce
- 1 tbsp fresh ground ginger
- 3 cloves chopped garlic

Directions:

1. Trim off as much exterior fat as possible. Place beef in freezer for about 1 hour. This will make slicing easier. Meanwhile, add the remaining ingredients in a bowl and mix well.
2. Remove steak from freezer. Slice against the grain about ¼ inch thick. Place into marinade. Cover and let sit overnight.
3. Prepare your dehydrator to the manufacturer's instructions for drying meat. Should be about 155 degrees or so. Place paper towels on a plate and begin drying beef slices one at a time.
4. Place beef on drying racks making sure they don't touch. Place racks in dehydrator. Drying times will vary a little. Try it at 12-14 hours to start. You can easily check the dryness of it and adjust for time if needed.
5. Once dried, remove from dehydrator and let set to room temp. Now you can store it in an air tight container until ready to eat.

Recipes: Vegetable Jerky - Yield ¼ LB

Ingredients:

- 1 large carrot peeled and slice length wise about 1/8 inch thick
- 1 Japanese eggplant sliced lengthwise about ¼ inch thick
- 1 Portobello mushroom with stem on sliced ¼ inch thick

For the dry rub:

- 1 tsp lemon pepper
- 1 tsp black pepper
- ½ tsp salt
- 1 tsp garlic powder
- ½ tsp fennel seeds

Directions:

1. Mix dry together and set aside.
2. Prepare dehydrator to manufacturer's settings for vegetables. About 130-135 degrees.
3. Meanwhile, liberally sprinkle both sides of vegetables with the dry rub mix. Place vegetables on racks. Make sure to set each vegetable on its own separate rack, as each one will take different drying times.
4. Place veg in dehydrator. Let dry overnight or about 10 hours. Check each different vegetable and adjust for more time if needed.
5. Once dried, remove from dehydrator and let set to room temp. Now you can store it in an air tight container until ready to eat.

Recipes: Tenderbelly Bacon Jerky - Yield 25 slices

Ingredients:

- 24 slices of Tenderbelly Farms bacon (or your favorite thick sliced bacon)
- 2 tblsp honey

Directions:

1. Prepare dehydrator to manufacturer's directions for meat. About 155 degrees
2. Place bacon slices on dehydrator racks making sure they don't touch each other. Brush each piece with honey. Place racks in dehydrator and let set over night. Or 10 hours.
3. Once dried, remove from dehydrator and let set to room temp. Now you can store it in an air tight container until ready to eat.