



JERKIN' AROUND NAPA VALLEY

Premium Snacks for Premium Pints

 Napa Valley, CA

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WHOLESALE PRICE LIST - KEEP 'EM THIRSTY

Your beer is cold. Your vibe is right. But your customers are hungry.
Don't let them leave to find a burger!

Jerkin' Around Napa Valley brings you the ultimate **“Retention Tool.”**
Our small-batch, premium snack mixes are engineered with one goal:
To be salty, delicious, and the perfect wingman to a cold drink.

Made locally in Napa by three amigos who know a thing or two about snacking (and drinking).

THE FLAVOR LINEUP

1. SALT & BLACK PEPPER – “The OG Classic”

The tuxedo of snacks. Classy enough for a wine tasting, salty enough to require a refill on that pint.
Simple, peppery, and addictive—kind of like your ex, but without the drama.

Perfect Pair: Lagers, Pilsners, and watching the game.

2. NASHVILLE (HOT & SPICY STYLE) – “The Thirst Trap”

Inspired by the South but made for the Valley. A savory comforting heat that sneaks up on you like a tequila buzz.
Warning: Scientifically proven to increase beverage ordering velocity.

Perfect Pair: IPAs, Ciders, and bravery.

3. DILL – “The Pickle Without the Mess”

All the tang of a jar of pickles without the wet fingers.
Briny, crunchy, and creates a confusingly delicious urge to drink more whiskey.

Perfect Pair: Sours, Stouts, and shots of Jameson.

4. Holy Mole – “The Soul Satisfying Mystery”

A bold journey that captures the essence of authentic Mexican mole, blending deep, rich cacao notes with a perfect harmony of spices and a gentle, lingering heat.


It's dark, mysterious, and has more layers than a Napa Valley vineyard in autumn.

Perfect Pair: Tequila, Mezcal, and making bad decisions that feel incredibly sophisticated.

County of Napa Permit #650491

Size	Wholesale Price	Value to Customer
The Shot	\$4.50 2oz Individual Bag	The "Register Ready" Revenue Booster: Designed for high-margin impulse purchases at checkout. The approachable price point converts "browsers" into "buyers" while they wait to pay. The "Low-Risk" Trial: Perfect for customers who want to taste the quality of Napa Crunch Fix before committing to the larger \$20 Bar Back size. (Once they taste it, they come back for the big bag). Hospitality Hero: The ideal single-serve portion for hotel mini-bars, welcome baskets, and corporate event swag bags. Premium Pairing: A curated 2oz portion is the perfect easy upsell alongside a craft beer or glass of wine—no kitchen prep required.
The Bar Back	\$20.00 / 1 Pound (16 ounces)	Sell small bowls for cash or use the snack as a "loss leader" during happy hour to differentiate themselves from other dives. The Dill flavor is the "secret weapon" here—it pairs exceptionally well with the "shot and a beer" culture
The Keg Kicker	\$38.00 / 2 Pounds (32 ounces)	Servings: A "snack bowl" typically holds 4oz of mix. One 32oz bag = 8 bowls. Retail Price: sells the bowls for \$6.00 each. Revenue: 8 x \$6 = \$48.00. Profit on Snacks: \$10.00. The Hidden Value: The real value is not the \$10.00 snack profit. It is the Beer Velocity . If those 8 bowls cause 8 patrons to stay for <i>one extra round</i> of beer (average \$7.00/pint), the bag has generated \$56.00 in incremental high-margin alcohol revenue. Total Impact: \$10 (Snack Profit) + \$56 (Beer Profit) = \$66.00 Net Benefit from one \$38.00 bag.
The Cask	\$135 / 8 Pounds (128 ounces)	Maximize Your Margins: At \$1.05 per oz , this size offers the lowest cost-per-serving, allowing bars and breweries to maximize profit on bar snacks or complimentary pours. Back-of-House Efficiency: Designed for high-volume nights. One durable bag replaces eight retail bags—reducing waste, simplifying inventory counts, and speeding up refills during the rush. Portion Control Freedom: Allows you to serve Crunch Fix in your own branded glassware or bowls, letting you control the exact portion size and presentation to match your establishment's vibe.

READY TO ORDER?

 Call/Text: 707-210-2536

 Email: info@jerkinaround.com

Jerkin Around Napa Valley – Spicing up life in the Valley, one nut at a time.