



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 your bar 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.

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 \times \$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.