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Stryve Foods Enters Pet Category with Launch of HIGH STEAKS Pet Treats

PLANO, Texas, Sept. 26, 2024 (GLOBE NEWSWIRE) -- Stryve Foods, Inc. ("Stryve" or "the Company") (NASDAQ: SNAX), a pioneer in creating healthy and convenient protein snacks, announces the launch of High Steaks, an innovative brand dedicated to providing high-quality, high-protein, human-grade pet treats.

Stryve Foods, known for air-dried meat snacks under the brands Stryve, Vacadillos, and Kalahari, is bringing their premium, high protein, 0g sugar, simple ingredient meat products to your pet. High Steaks human-grade pet treats, are the perfect on-the-go solution for an active, and healthy dog.



High Steaks treats feature real, air-dried beef as the primary component. Each treat is formulated to deliver the essential proteins that pets need for energy, muscle development, and optimal health. The brand aims to meet the growing demand among pet owners for products that prioritize nutrition without compromising on taste.

Key Features of High Steaks:

- **High-Protein Formulations:** Packed with essential nutrients, High Steaks treats provide pets with the energy they need to lead active lives.
- **Ultra Clean Ingredients:** We believe in transparency; our treats contain no artificial additives, fillers, or preservatives, making them a wholesome choice for pets.
- **Variety of Flavors:** High Steaks offers a range of flavors including beef, beef + liver, and beef + sweet potato.

"We're excited to introduce High Steaks to pet owners who want the best for their companions," said Katie Brenner, Chief Customer Officer at Stryve Foods. "Our mission is to create treats that not only taste great but also contribute to the health and happiness of pets everywhere. The "Steaks" are high, and your pet's health comes first."

High Steaks treats will be available for purchase on our website launching in October 2024, where pet owners can explore the full range of flavors and learn more about the nutritional benefits of High Steaks. Additionally, the Company plans to secure retail distribution for High Steaks in the coming quarters to further participate in the attractive, high-growth pet category with this differentiated offering.

For more information, to request samples, or to schedule an interview, please contact Katie Brenner at katie.brenner@stryve.com.

About Stryve Foods, Inc.

Stryve is a premium air-dried meat snack company that is conquering the intersection of high protein, great taste, and health under the brands of Braaitime, Kalahari, Stryve, and Vacadillos. Stryve sells highly differentiated healthy snacking and food products in order to disrupt traditional snacking and CPG categories. Stryve's mission is "to help Americans eat better and live happier, better lives." Stryve offers convenient products that are lower in sugar and carbohydrates and higher in protein than other snacks and foods. Stryve's current product portfolio consists primarily of air-dried meat snack products marketed under the Stryve®, Kalahari®, Braaitime®, and Vacadillos® brand names. Unlike beef jerky, Stryve's all-natural air-dried meat snack products are made of beef and spices, are never cooked, contain zero grams of sugar*, and are free of monosodium glutamate (MSG), gluten, nitrates, nitrites, and preservatives. As a result, Stryve's products are Keto and Paleo diet friendly. Further, based on protein density and sugar content, Stryve believes that its air-dried meat snack products are some of the healthiest shelf-stable snacks available today. Stryve also markets and sells human-grade pet treats under the brand Two Tails, made with simple, all-natural ingredients and 100% real beef with no fillers, preservatives, or by-products.

Stryve distributes its products in major retail channels, primarily in North America, including grocery, convenience store, mass merchants, and other retail outlets, as well as directly to consumers through its ecommerce websites and through the Amazon and Walmart platforms. For more information about Stryve Foods, Inc., visit www.ir.stryve.com.

* All Stryve Biltong and Vacadillos products contain zero grams of added sugar, with the exception of the Chipotle Honey flavor of Vacadillos, which contains one gram of sugar per serving.

Cautionary Note Regarding Forward-Looking Statements

Certain statements made herein are "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "anticipate", "may", "will", "would", "could", "intend", "aim", "believe", "anticipate", "continue", "target", "milestone", "expect", "estimate", "plan", "outlook", "objective", "guidance" and "project" and other similar expressions that predict or indicate future events or trends or that are not statements of historical matters, including, but not limited to, statements regarding Stryve's plans, strategies, objectives, targets and expected financial performance. These forward-looking

statements reflect Stryve’s current views and analysis of information currently available. This information is, where applicable, based on estimates, assumptions and analysis that Stryve believes, as of the date hereof, provide a reasonable basis for the information and statements contained herein. These forward-looking statements involve various known and unknown risks, uncertainties and other factors, many of which are outside the control of Stryve and its officers, employees, agents and associates. These risks, uncertainties, assumptions and other important factors, which could cause actual results to differ materially from those described in these forward-looking statements, include: (i) the inability to achieve profitability due to commodity prices, inflation, supply chain interruption, transportation costs and/or labor shortages; (ii) the ability to recognize the anticipated benefits of the Business Combination or meet financial and strategic goals, which may be affected by, among other things, competition, supply chain interruptions, the ability to pursue a growth strategy and manage growth profitability, maintain relationships with customers, suppliers and retailers and retain its management and key employees; (iii) the risk that retailers will choose to limit or decrease the number of retail locations in which Stryve’s products are carried or will choose not to carry or not to continue to carry Stryve’s products; (iv) the possibility that Stryve may be adversely affected by other economic, business, and/or competitive factors; (v) the effect of the COVID-19 pandemic on Stryve; (vi) the possibility that Stryve may not achieve its financial outlook; (vii) risks around the Company’s ability to continue as a going concern and (viii) other risks and uncertainties described in the Company’s public filings with the SEC. Actual results, performance or achievements may differ materially, and potentially adversely, from any projections and forward-looking statements and the assumptions on which those projections and forward-looking statements are based.

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Source: Stryve Foods, Inc.

High Steaks Product Image



High Steaks Product Image Lineup