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Griz grub line adds Montana beef jerky

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NEWS RELEASE

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GRIZ GRUB LINE ADDS MONTANA BEEF JERKY

MISSOULA-

Montana beef jerky has joined the Griz Grub line of food and beverage items offered by The University of Montana.

Griz Grub's Montana Natural Style Beef Jerky is available for purchase in The Bookstore at UM, online at www.montanagrizzlies.com and at home game concession stands.

Select Missoula-area merchants also carry the jerky. They include Albertson's Food and Drug, Noon's convenience stores, Osco Drug, Rosebud Trading Post at the airport, Universal Athletic Service in Southgate Mall, and Worden's Market, as well as Harvest Foods in Lolo.

"We believe UM fans and supporters will find the jerky very tasty," said Brian White, director of university services for the Collegiate Licencing Co.

The perfect size to fit in a Christmas stocking, Montana Natural Style Beef Jerky comes in a resealable pouch and is priced at 3.4 ounces for \$5. The label bears UM's impressive grizzly logo and a geographical outline of the state, as well as a "Made in Montana" sticker.

The jerky is made in **Butte** from the old family recipe of Stacy Anderson, who along with her husband is a UM alum and diehard Grizzly fan. Anderson owns The Label Maker in Butte.

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Other items in the Griz Grub line include Grizzlies Blend coffee and Montana Silver Springs bottled water. Montana Silver Springs has been among the nation's top five collegiate bottled waters for three years running. The bottled water is available in grocery and convenience stores across the state.

Trail mix and chocolates soon will join the Griz Grub line. UM developed Griz Grub and its companion clothing line, Griz Gear, to increase revenues and recruit out-of-state students by capitalizing on the grizzly bear's appeal.

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SA/ps

Local, state dailies and weeklies

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