



For Immediate Release
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Contact: Wyndham Kemsley
(505) 720-5691

New Mexico State Fair to Host First Ever Beef Jerky Competition

New Mexico State Fair (NMSF) officials announced the first annual “Beef Jerky Showdown,” to take place during the 2019 State Fair on Friday, September 6, from 3:00 pm to 7:00 pm in the Agricultural Building Courtyard. During the competition, 10 beef jerky vendors from across the state will compete to win the popular vote for two different flavors of beef jerky in a people’s choice style contest. Each vendor will provide samples of two types of jerky, green chile, and salt and pepper, to a limited number of “Jerky Judges,” who can cast their votes for their favorites.

The participating vendors are as follows:

Mike’s Jerky – Albuquerque

Fatman’s Beef Jerky – Hagerman

Rio Grande Beef Jerky Company – Albuquerque

Old Santa Fe Trail Beef Jerky – Albuquerque

Skinny Man Gourmet Jerky – Albuquerque

El Ranchito Jerky – Santa Fe

Jerky by Art – Albuquerque

Just the Best Jerky – Bloomfield

JR’s Jerky Company – Albuquerque

Badlands Jerky – Rio Rancho

“Beef jerky is about as New Mexican as it gets, so we’re very excited to see what these vendors bring to the table for the people of New Mexico to judge,” said NMSF General Manager Dan Mourning. “May the best jerky win!”

Jerky Judge credentials will be limited and given out on a first come, first serve basis to fairgoers. Only those with judging credentials can sample the jerky and vote, but everyone at the fair can purchase from any of the vendors participating in the showdown.

For more information about the 2019 New Mexico State Fair, visit us at exponm.com.

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