



Jack Links Opens Its First Retail Store with Delaney Consulting

Executive Summary: Jack Links had the exciting opportunity to open its first retail store to promote the its brand and products and help its customers Feed Their Wild Side. Partnering with Delaney Consulting to project manage and guide the project it opened to great success with a fully integrated operating plan.

The Challenge: Chaos

As a strategic partner of the Minnesota Timberwolves, Jack Links had an opportunity to create its first ever retail brand experience - which would include much more than selling protein snacks. While they had selected some external partners to help create the vision, the work was not integrated and many pieces were “falling through the cracks.” As they realized the complexity of the project, the marketing team needed help creating a merchandise plan, a technology platform, a trained store team and people who could manage both the design and construction teams.

The Journey

Tapping Delaney Consulting, Jack Links team members were organized to support an integrated project plan. External resources were identified and a complete store plan with merchandising, pricing, a POS system and store associate training was created with Delaney’s guidance. External partners and integrated budgets were given visibility to a newly-created steering committee that provided strategic guidance without being bogged down into the operational details.

The Solution: Clarity

With an online, real time project plan, all partners were accountable for their portion of the project. Issues were appropriately elevated and addressed. Resources were more focused and strategic team leaders had confidence in the project’s viability. Staff was hired and difficult legal issues were managed and concluded.

The Results

The store opened on time and created a new level of excitement for the Twin Cities market, Timberwolves fans, and Jack Links team members. The brand experience created the WOW that Jack Links was looking for and the store operates with a clear intention of building the Jack Links brand with the Twin Cities market.

