

FLASH

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Seasoning developed using Granny's secret ingredient

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Jan Laub, president of Granny's Ol' Fashion Bacon Drippings, had the unique idea of marketing this seasoning from watching her twin sister, Jill McDermitt Van Tuyl, who owns and operates a family restaurant in Coweta, Okla.

Laub said her sister uses the bacon seasoning in many of her recipes like soups, vegetables, sauces, cornbread, cookies, dips and other menu items.

"We all remember our mothers and grandmothers cooking bacon for a family breakfast, then pouring those drippings from the pan into a cup on the back of the stove to use for other meals they would prepare," Laub said.

Laub began by asking friends and relatives if they still cooked bacon for their families and what they did with the drippings left in the pan.

"The response was almost unanimous that they saved the drippings, just like mom and grandma, to use as a seasoning for other meals," Laub said.

Laub was referred to Jim Brooks, business and marketing services manager at Oklahoma State University's Robert M. Kerr Food & Agricultural Products Center, by a business associate who used services of the center on projects several years ago. A meeting was scheduled to discuss the specifics involved in commercializing this type of product for the retail grocery stores.

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Jim Brooks

FAPC Business and Marketing Services Manager

"Jan was very thorough in her research determining that she would have to cook approximately five to six pounds of bacon at an estimated cost of \$16-\$18 to recover one pound of bacon drippings," Brooks said. "Jan was convinced that no one would buy that much bacon just to recover one pound of the drippings for seasoning. Jan decided to make a one pound brick to retail at less than half the cost of packaged bacon."

To move the project forward, Laub identified a company to supply the raw material then selected a co-packer who had USDA-FSIS inspection and the capacity to produce the product.

"Jan selected a recognized manufacture from several regional and national companies who smoke, slice bacon and save drippings from their pre-cooked bacon process," Brooks said. "There was also a meat company located in Oklahoma City that met the USDA-FSIS inspection requirements and had one pound molds that

were already being used for one pound brick chili."

Laub decided to have the product packaged in a graphically designed box with the silhouette of "Granny" on the front panel. Laub had the product ready to show at the Super Trade Show on July 20, 2011, and Granny's Ol' Fashion Bacon Drippings was one of the FAPC booth featured clients.

"The product was very well received and the Reasor's stores headquartered in Tahlequah, Okla., approved the bacon seasoning for their 15 stores," Laub said. "Keith Collier, director of meat operations at Associated Wholesale Grocers, also approved the product to be slotted in their warehouses."

Plus, Laub received a second place award and \$5,000 check at the 2011 Tulsa Spirit Bank Entrepreneurial Spirit Awards event. Her concept outshined more than 100 applicants and was the only finalist whose product was generating sales in the market.