

GARY·WEST
ARTISAN SMOKED MEATS

The Jerky Credo

Jerky Brothers & Sisters, December is the time of re-affirmation. We shall now sing the praises of stuff we like.

The past few years has taught us that less can be more. Granted, sometimes you have to squint to see it. As we tighten or loosen our belts, the same things remain important. Like the person that signed you up for this club.

As we are flung into 2012, let us look forward to the inevitable. The sun shall go up, and the sun shall go down. It is the longest running Broadway spectacular ever. Summer shall bring the London Olympics, and Fall 2012 promises to culminate what will surely be one of the most entertaining election cycles.

Life is complex and difficult. It is good for us to reflect upon that which is neither. Simplicity is balance. Beer. Dogs. Jerky. Your preferred gender. These are good places to start.

So we shall focus on that which we like.

Women remain exquisite and impossibly complex. Women are shiny jewels that occasionally and inexplicably shoot flaming venom lasers from their eyes. This is both baffling and attractive.

For our Jerky Sisters, Men = Simple. Sometimes maddeningly so. We are readily confused. But know this - if we said it, and we said we meant it, then that is what we meant.

Beer - There are very few bad beers. Some. not many.

Dogs - Straightforward. Happy. They like us.

Jerky - Succulent, smoky meat heaven.

Hail! Jerky Brother!