

Beef is Coming to Breakfast! New Schmacon™ Brings Bold, Beefy Flavor to Texas Central Market Stores

[Schmacon™](#), “Beef’s Answer to Bacon™”, announces its retail launch at [Central Market](#) stores across Texas. The smoked and uncured beef slices will be available to sample at the stores through the month of March. We can send you full sampling schedules if you are interested. Media samples for review are available upon request. Schmacon™ is now available at Central Market stores, located at:

- [320 Coit Rd., Plano, TX 75075](#)
- [3815 Westheimer Rd., Houston, TX 77027](#)
- [10720 Preston Rd., Dallas, TX 75230](#)
- [5750 E. Lovers Ln., Dallas, TX 75206](#)
- [1425 E. Southlake Blvd., Southlake, TX 76092](#)
- [4821 Broadway St., San Antonio, TX 78209](#)
- [4477 S. Lamar Blvd., Austin, TX 78745](#)
- [4001 N. Lamar Blvd., Austin, TX 78756](#)

Schmacon™ is a delicious take on a food favorite that provides an appealing option for those who do not eat pork products, those who simply love beef, or adventurous eaters and creative cooks ready to try something new. With less calories, fat and sodium and more protein than most pork bacons, Schmacon™ is primed to become a not-so-guilty pleasure.

Please let me know if you would like more information on Schmacon, including samples, recipes or an interview with Howard Bender, inventor of Schmacon and CEO of Schmaltz Products, or a member of the Schmacon team.

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ABOUT SCHMACON

Schmacon™ is a smoked, uniquely seasoned, crispy whole muscle beef product. It is easy to prepare, cooks in half the time of raw pork bacon and has less calories, fat and sodium. Schmacon can be used anywhere traditional bacon can be used - as a breakfast protein, in side dishes and sandwiches, or as a topping. For more information, please visit schmacon.com.

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