Chomps’ Chicken Sticks Hit Retail Shelves This Week After 10-Year Development

Chomps’ chicken sticks hit shelves this week.

To support the meat snack brand’s foray into a new protein, Chomps is launching a campaign introducing people to its three flavors of chicken sticks: Original Chicken, Nashville Hot, and Savory Breakfast. The chicken line will live alongside its current array of beef and turkey snacks.

The chicken sticks will be available only at Target and through Chomps’ website to start, explained Stacey Hartnett, svp of marketing at Chomps. In May, they’ll start rolling out to additional retailers including Costco, Aldi, Whole Foods, and Walmart.

To support the launch, Chomps has designed a full-funnel retail ad strategy through Roundel, Target’s advertising arm.

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