



**destiny usa**

## PRESS RELEASE

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## **BEEF JERKY OUTLET NOW OPEN**

**Syracuse, NY (March 29, 2019)** – The nation’s leading jerky retailer, Beef Jerky Outlet, is now open at Destiny USA.

The nationally franchised outlet features over 100 varieties and sizes of beef jerky, ranging from mild to wild, alligator jerky and even salmon jerky. Consumers are encouraged to try it before they buy it with free samples.

The brand is also known to carry gourmet popcorn, sauces, seasonings, marinades and much more.

There are more than 100 Beef Jerky Outlet locations owned and operated throughout the country. However, there are two Beef Jerky Outlet two plants that produce the jerky - in Michigan and Tennessee. Customers will notice a distinct difference in the taste of the jerky based on its origin. Jerky from Michigan is tender. Jerky from Tennessee has a chewy texture.

The Syracuse Beef Jerky Outlet is located on the second level of Destiny USA’s expansion, next to Finger Lakes Coffee Roasters.

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### **About Destiny USA**

*Destiny USA is New York’s largest shopping, dining, outlet and entertainment destination and the sixth largest shopping center in the U.S. Centrally located in Syracuse, Destiny USA is visited by 26 million guests annually and consistently draws from a 4-hour drive and attracts tourists from all 50 states, Canada and worldwide. An unparalleled mix of shopping, dining, outlet and entertainment—all under one roof—combined with its new, onsite Embassy Suites by Hilton hotel cement Destiny USA’s reputation as a premier tourist destination. Plan your next visit to Destiny USA, Trip Advisor’s #1 travel destination in Central New York, today at [www.destinyusa.com](http://www.destinyusa.com).*

### **About Pyramid Management Group, LLC**

*Pyramid Management Group, owner of Destiny USA, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid’s portfolio of retail-based, tourist, and entertainment destinations dominate the northeast, with 16 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry by combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).*