

# Hawk Calls

## Hawk VittleS Newsletter

### Hawk VittleS "Snuggie"

For those of you who prefer to prepare your hawk vittles in the pouch, we have developed the Hawk Vittles "Snuggie".

Manufactured specifically for Hawk Vittles double serving packages, out of Reflectix® aluminum foil bubble wrap insulation, it retains 97% of the heat inside it.

It is also the perfect size to use with a quart Ziplock® bag.

To use, you simply add hot water to your Hawk Vittles meal in it's pouch or a ziplock bag, open the Snuggie, insert the pouch, close the snuggie around the meal by folding in the sides and the bottom. Fold the top flap down and it secures itself with the

attached velcro fastener. Prop upright and let your Hawk Vittle sit and rehydrate for the correct amount of time. The Snuggie will keep your food hot.

The Snuggie is a mere 1.3 oz in weight and a slim 9"x7"x1" so it packs light and doesn't take much room in the pack. The snuggie sells for \$4.95

I will soon be offering a smaller Snuggie, just right for my new single serving size packaging which will be available soon.



Hawk Vittles Snuggie

## Salmon & Bison Jerky

Great Range Jerky, my exclusive jerky supplier has two great new products to offer this year. [Lemon-Dill Salmon Jerky](#) and a [Peppered Bison Jerky](#) to delight your palates. These along with the same

great flavors of beef jerky that were so popular last year, pepper, teriyaki, buffalo wing and pizza!

Great Range Jerky has been a very good product line to go with the Hawk Vittles. Fresh and tasty with little or no

preservatives or sodium. You can get information about all their Jerky products at their website: <http://greatrangejerky.com/>

### Inside this issue:

<i>New Labels &amp; Nutritional Values</i>	2
<i>Single Portion packaging</i>	2
<i>The website</i>	2
<i>Vacation Shutdown</i>	3
<i>What's Ahead?</i>	3
<i>Hawk Vittles The Movie</i>	3
<i>Thank You</i>	4

## New Labels & Packaging—Now with Nutritional Values

I have spent the winter working on being able to display the **nutritional values** of the meals on the labels and on the website. I was finally able to locate and purchase software which could compute the nutritional values and allow me to publish them on the label and on the hawkvittles.com website. Also included on the new labels is net weight in ounces and grams and a “best used by” date. I have also modified the packaging in order to make it easier for those people who prefer to prepare Hawk Vittles right in the pouch. No pots to carry and no

cleanup, but please folks, remember to pack the plastic out. Our wilderness areas are shrinking in size every year and more and more people are recreating in the outdoors.

We all need to do our part to preserve what natural beauty is still left so that the generations to come will be able to benefit from the same natural wonders that we have all been able to enjoy.



*New Packaging*

## Single Portion Packaging

Over the past two years I have had requests for a single portion sized meal. Beginning this year, single portion sizes will be available for all Hawk Vittles meals except the spreads.

I have the packaging and the pricing worked out, all that remains is updating the website to include the new serving sizes.

While I'm on the subject of portion sizes, if you need 4 portion packaging, or you wish to have any ingredients omitted from a recipe because of allergies, taste-

preference, etc, just drop me an email before ordering. In most cases I will be able to accommodate you. I take pride in being able to work closely with my customers to best accommodate their needs. “Customer Service” means that the customer should be served in the best way possible because they are honoring me with their business.

If you want single serving portions before I have them available on the website, e-mail me for pricing and to order.

*“Customer Service” means that the customer should be served in the best way possible because they are honoring me with their business.”*

It's still less expensive to order the double portion meals and break them up into Ziplocs.

## The Website

I guess the headline for this story could just as well be “The HeadBanger”

I am in the process of redoing the website, after all, it's the decade of “makeovers” maybe we'll get a reality show, NOT!!

I decided that with having to update the site to accommodate the changes, (new product sizes, the “Snuggie”, nutritional values, etc), it would be easier to just start from scratch than try to fudge all the

things in and make them work, especially since I haven't done any coding since I first put it up and it was a hodgepodge. If you can picture “cold soldering” a website, that sort of explains it.

So I am in the process of putting the new one together and until it is complete you won't see any changes.

Once the new site is up, you will be able to see a picture of the product, along with the nutritional values, serving size, etc if

you wish. However for those of you who know what you want and simply want to order as quickly as possible, you will still be able to do so. There will not be any big changes in navigation nor bells and whistles. I will retain the look and feel of the current site as much as possible.

I had to get some books on CSS and other html-related stuff in order to write some better code and have the site easy to modify when necessary

## Vacation Shut Down June 7—June 25

As most of you know, every year my brother Doug and I take a vacation for a couple of weeks. This year we will be gone from June 7th through the 25th. Since I don't have anyone to "run the shop", I cannot fill any orders in that time. If you need any Hawk Vittles for that period of time, please get them in early. If you have an exceptionally large order, please get it to me at least a week before the 7th to ensure that you have the meals for your trip. Hawk Vittles have a shelf life of at least a year stored in a cool, dry place away from

direct sunlight. If stored in the freezer they are good for at least 3 years. This year Doug and I head for North Dakota and the Theodore Roosevelt National Park & The Little Missouri National Grasslands. Lots of remote hiking in badlands and some of the last remaining natural prairie. We'll also be spending time in Montana again this year, the Greasy Grass (Little Big Horn) battlefield, the site of Chief Joseph's surrender in the Bear Paw mountains and a return trip to Glacier (hopefully no June blizzard this time).



*Forested Badlands, TR National park*

I'll be taking plenty of hawk Vittles as well as supplementing with some of the local fare.

## What's Ahead?

The past two years have taught me a lot.. Hawk Vittles has gone from a "hobby" to a viable business, far beyond my expectations. I've always felt that customers were a business' most important asset and I would really like to get to know all of you better. I'd love to see more than just a name on a Paypal® "Notice of Payment Received." One of the things I am hoping to implement on the new website are customer pages with trip reports and photographs, maybe your most exciting adventures or your scariest

experiences. I had a very dear friend Kim Van Evera who ran the small "Backtothebasics" getaway that had some yurts, a cabin and even a tree house, along with a guide service and a lean-to for free overnight accommodations for thru-hikers on the Northville-Placid trail in the Adirondacks. She had profiles of her clients on her website and I always thought it was a great idea. Kim passed three years ago but her memory remains indelibly stamped in the minds and hearts of those who knew her. Kim was the kindest, most selfless

*"Kim was the kindest, most selfless person I have ever known."*

person I have ever known. So in a sense I will be honoring her idea. I might even include one of those trip reports or stories in a future issue of Hawk Calls.

## Hawk Vittles The Movie

Just joking. Had to think of something to keep you interested. What sets Hawk Vittles apart from the others? For starters Hawk Vittles meals are not 'compiled' from an assortment of dehydrated or freeze dried ingredients. Every Hawk Vittles meal is cooked from scratch, with the freshest ingredients possible, with quality-control in mind every step of the way.

Hawk Vittles contain ingredients that are high in carbohydrates, protein, and calories. Fuel to sustain the body while engaged in high energy activities. Whenever possible I limit sodium. Hawk Vittles don't need to be laced with sodium to enhance taste. No sodium headaches here! Variety, Hawk Vittles offers meals with shrimp, clams, salmon, fish, crab and lobster.

Customer Service. I am always looking for feedback from my customers and whenever possible I try to implement your suggestions.

# Hawk Vittles



*It Ain't Your Daddy's Trail Food*

*If you are looking for backpacking food, dehydrated food, and trail meals for backpacking, hiking, canoing, kayaking, climbing, hunting, fishing or any other outdoor related activity and you are tired of sacrificing taste and portion-size for weight, Hawk Vittles are the solution.*

*HAWK VITTLES are home made GOURMET meals that are packed with carbohydrates and protein to fuel you up for all those activities you enjoy so much.*

*Not only are HAWK VITTLES delicious, the portions are generous. When we say two servings, we mean to feed two people with big appetites.*

*HAWK VITTLES came into being by request. I am a retired professional chef who makes and dehydrates my own meals for backpacking. I always bring enough to share with the people I backpack or paddle with. A couple of them asked me to make some meals for them to take on their trips, and later suggested that perhaps I should offer them for sale. HAWK VITTLES has gone from a notice on a couple of backpacking forums to an internet-based enterprise.*

*Please remember, no matter what your outdoor sport. Our wilderness and our wildlife are getting scarce, so Please, practice LEAVE NO TRACE Principles*

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## Thank You

I would like to take this opportunity to thank all my loyal customer without whom Hawk Vittles could not be successful.

One of the reasons for that success has been the recommendations that many of you have made to your friends and acquaintances. Many of you have made suggestions which have given me the opportunity to provide better service.

My pledge to you is that I will continue to find ways to offer you the best product and

customer service anywhere.  
Thank You

