

Tyson Foods announces Wright Brand smoked sausage links

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Tyson Foods, a world-class food company and recognised leader in protein, has announced the launch of Wright Brand Premium Sausage Links. Known for its superior, hand-cut, real wood smoked bacon since 1922, Wright Brand, which is owned by Tyson Foods, continues its tradition of quality, offering consumers a bold and fresh taste with smoked sausage links.

The new product line includes three distinct varieties:

Wright Brand Applewood Premium Sausage Links – A subtly sweet, smoky flavour

Wright Brand White Cheddar & Bacon Premium Sausage Links – Rich cheddar complemented by real bacon pieces

Wright Brand Bacon, Cheddar & Jalapeño Premium Sausage Links – Bold and spicy, bursting with authentic jalapeño flavour

As a global leader in protein, Tyson Foods has crafted the new Wright Brand links in response to consumer demand for high-quality smoked meat products that provide an exceptional eating experience. Both the Wright Brand Applewood Premium and White Cheddar & Bacon sausage links pack 13 grams of protein per serving, while the Bacon, Cheddar & Jalapeño flavour delivers 12 grams, making these savoury sausages a delicious and protein-rich option for grilling.

The new Wright Brand links are available now at select stores, with a nationwide rollout planned for fall 2025. Tyson Foods is excited to bring this product to market, continuing to build on its legacy of delivering high-quality, delicious food products to consumers.