Europe’s leading Jerky & Biltong manufacturer and with all the best brands . . .
Meatsnacks Group is Europe's leading beef jerky and biltong manufacturer. We offer a 'one stop shop' solution to retailers for the supply of jerky, biltong and pork crackling. Our brands include Wild West (the UK’s number one and Europe’s longest established jerky brand), Cruga, Bundu and Hogbites. We also manufacture and distribute the Texas Joe brand (as seen on Dragon's Den), manufacture private-label for Marks & Spencer, and manufacture and distribute under licence Men's Health beef jerky.

As the primary supplier to all of the UK supermarket chains, our jerky and biltong products lead the market. We also produce for the top forecourt operators including BP and Shell, motorway service stations including Moto, leading wholesalers, and distributors to independent stores and pubs, and to the major pub chain, Greene King. We also export beef jerky and biltong to 27 countries across Europe and beyond.

UK MANUFACTURE
Central to our number one position in the market is the fact that we manufacture all our jerky and biltong products in the UK. Our state-of-the art facility in Forres, Scotland, manufactures and packs jerky, with our longer-established facility in Milton Keynes responsible for biltong.

ONLY THE FINEST INGREDIENTS AND NO UNNECESSARY PRESERVATIVES AND ADDITIVES
It often surprises those new to our business that we only use very high quality silverside joints of beef for our jerky, and for all our meat snacks the same level of quality is applied. We also avoid unnecessary preservatives and additives, and this includes MSG.

OUR COMMITMENT
Meatsnacks Group will continue to develop tasty, healthier snacks and aim to be innovative when bringing new products to market. We will also continue to educate consumers on healthier snacking.
And our commitment to our customers will continue to be one which puts high levels of efficient service at its heart, plus, and as experts in the market, offering advice in category management.
What is jerky and biltong?

**BEEF JERKY** is made using selected cuts of lean beef that are marinated, smoked and slowly cooked. It is then sliced and packaged, and sold as a tasty and nutritious snack.

**BEEF BILTONG** is a similar product, but the main difference being that it’s air dried rather than being cooked and smoked.

Both jerky and biltong are highly popular with athletes and anyone looking for an energy boost, as both products are high in protein and relatively low in fat. This also makes jerky and biltong a relatively healthy snack when compared to products such as crisps, biscuits and chocolate, and hence why it’s also so popular as a snack at home or for those on the move and at work.

Jerky has its origins in North America with early settlers observing indigenous people preparing and eating a type of dried meat, which inspired them to develop the food we now know as jerky. Biltong comes from South Africa, and again it was a dried meat the indigenous people produced which the settlers from Europe took a lead from, and went on to develop biltong. Interestingly, the name biltong comes from the Dutch words ‘bil’, meaning rump, and ‘tong’ meaning strip or tongue. The name jerky seems less obvious when its roots are explored, but none the less it comes from the Quechua (an ancient language spoken in the Andes) word ch’arki which simply means ‘dried, salted meat’.

Another reason for jerky and biltong’s popularity is the fact that it’s so convenient to buy and store, as it doesn’t need refrigeration and, certainly for the brands you’ll find on this website, doesn’t need to be eaten straight away, and will keep for up to three days if the packet is resealed.
Our fully owned product brands

Wild West Beef Jerky Range

- Compelling brand – UK #1
- Made in the UK
- 100% British, Irish or EU silverside of beef
- High protein
- Ambient shelf life 18 months
- 25g to 100g portion sizes
- Available in 6 flavours:
  * Original
  * Peppered
  * Honey BBQ
  * Hot ‘n’ Spicy
  * Sweet ‘n’ Spicy
  * Teriyaki
Hogbites Pork Crackling Range
• Made in the UK
• EU sourced pork
• Hand cooked (2 part process)
• High in protein
• No added MSG
• Made with Cornish Sea Salt
• 45g and 75g portion size (Original)
• Available in 3 flavours:
  * Original
  * Smokey Bacon
  * Spicy Chilli

Hogbites Pork Scratchings
• Made in the UK
• EU sourced pork
• Hand cooked (2 part process)
• High in protein
• No added MSG
• Made with Cornish Sea Salt
• 45g portion size
• Available in 1 flavour:
  * Original

Hogbites BBQ Pork Jerky
• Made in the UK
• EU sourced pork
• High in protein
• Ambient shelf life
  18 months
• 40g portion size
• Available in 1 flavour:
  * BBQ

New for 2015

Our fully owned product brands
Our fully owned product brands

**Cruga Biltong Range**
- UK’s leading biltong brand
- Made in the UK
- 100% British, Irish or EU silverside of beef
- High protein
- Low in carbs
- Ambient shelf life 12 months
- 25g to 100g portion sizes
- Available in 5 flavours:
  * Original
  * Chilli
  * Peppered
  * Tandoori
  * Smoked

**Bundu Biltong Range**
- One of the UK’s leading biltong brands
- Made in the UK
- 100% British, Irish or EU silverside of beef
- High in protein
- Low in carbs
- Ambient shelf life 12 months
- 25g to 100g portion sizes
- Available in 3 flavours:
  * Original
  * Chilli
  * Peppered
Coming Autumn 2015

Strive Range

- Compelling ‘lifestyle’ brand
- Made in the UK
- 100% British, Irish or EU silverside of beef
- Ambient shelf life 18 months
- 25g portion sizes
- Available in 3 varieties:
  * Original Beef Jerky
  * Original Pork Jerky
  * Original Beef Biltong
Men's Health Fuel Beef Jerky

- Made in the UK
- 100% British & Irish silverside of beef
- High protein
- 50g protein per 100g serving
- No added MSG
- Lower in sugar
- Endorsed by MH for...
- Building muscle, burning fat and a healthy lifestyle
- 50g portion size
- Available in 1 flavour:
  * Original

Marks & Spencer Beef Jerky

- Made in the UK
- 100% British silverside of beef
- High in protein
- No artificial colours, artificial flavourings or preservatives
- Ambient shelf life 18 months
- 50g portion size
- Available in 2 flavours:
  * Original
  * Peppered
Bio Synergy which we manufacture under a private label agreement

Bio Synergy Biltong
- Made in the UK
- 100% British, Irish or EU silverside of beef
- High in protein
- Low in carbs
- Ambient shelf life 12 months
- 50g portion size
- Available in 1 flavour:
  * Original

My Protein which we manufacture under a private label agreement

My Protein Biltong
- Made in the UK
- 100% British, Irish or EU silverside of beef
- High in protein
- Low in carbs
- Ambient shelf life 12 months
- 100g portion size
- Available in 4 flavours:
  * Original
  * Chilli
  * Smoked
  * Tandoori
Texas Joe’s Beef Jerky Range

- As seen on Dragon’s Den
- Made in the UK
- 100% British & Irish silverside of beef
- High in protein
- No added MSG
- 50g portion size
- Available in 2 flavours:
  * Original
  * BBQ
Who eats jerky and biltong?

**RESEARCH**
We’ve conducted extensive consumer research into jerky and biltong consumption in the UK, and we’re happy to share the detail of this with our customers. We use this research for a host of different things, including NPD and defining marketing strategies and plans. The main market segments we’ve identified are:

**ARMCHAIR SNACKERS**
Probably the biggest segment, it represents a surprisingly wide mix of socioeconomic groups and ages. This group will often be snacking when watching TV or gaming.

**ON THE MOVE SNACKERS**
A good sized segment with sales reps and white-van-man all in the mix. This is of course the group that buys jerky and biltong from fuel forecourts and motorway service stations.

**LUNCHTIME OFFICE SNACKERS**
As a much healthier alternative to snacks such as crisps and chocolate bars, jerky and biltong is starting to really appeal to the office worker. Our Marks and Spencer own-brand product is a real winner with this segment.

**PUB AND BAR SNACKERS**
Our recently launched Hogbites Pork Jerky really appeals to this segment, with clip strips of our Wild West Beef Jerky increasingly being as obvious behind pub and bar counters as salted peanuts.

**OUTDOOR AND SPORTS TYPES**
This is the segment that really gets the fact that our jerky and biltong products are high in protein and low in fat, with the segment including participants from every conceivable activity and sport – e.g. hillwalkers to rugby players.
We supply
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