

# Hellbent

Fresh

## Background

Two Ulster Rugby players Louis Ludik and Schalk Van Der Merwe have turned their passion for healthy food into a commercial venture and established a new food company which aims to produce a range of innovative, healthy meat based products containing the much-loved flavours from their South African home land.

Under the brand name 'Hellbent', the duo have launched Northern Ireland's first 'boerewors' or sausage. The name 'boerewors' is derived from the Afrikaans/Dutch words 'boer', meaning farmer, and 'wors' meaning sausage.

For health-conscious sports stars such as Louis and Schalk, the new range of 'boerewors' sausage contains 90% meat, and never more than 5.8% fat. In addition, the spiral-shaped sausage is completely additive and gluten-free.

Louis and Schalk worked closely with the Ulster Business School's experts in food innovation in Coleraine to find the perfect blend of South African spices and locally produced beef to create their version of the boerewors with funding provided by an Innovation Voucher from Invest Northern Ireland.

Working collaboratively with Dromara-based Carnbrooke Meats, they plan to bring the product to the catering trade initially and develop the range to include patties, meatballs, cocktail sausages and hotdogs.

## Product Range

Boerewors (sausage)

Patties

Meatballs

Cocktail sausages

Hotdogs

## Contact this supplier

• **Louis Ludik**

[louisludik@gmail.com](mailto:louisludik@gmail.com)

## Image Gallery



