



# 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)

Chakalaka Boerewors

Patties

Meatballs

Cocktail sausages

Hotdogs

Cherry Balsamic Pork Belly

Apricot and Mustard Pork Belly

## Customers

Hellbent's 'Boerewors' coiled beef sausages, burgers and meatballs are available across 27 SPAR stores and EUROSPAR supermarkets in Northern Ireland as well as selected Tesco NI stores & Aldi stores in RoI & Scotland.

Lidl NI & Lidl ROI

## Awards held

- Irish Quality Food Awards 2022: Bronze for Hellbent Chakalaka Sausages in the Sausages category
- Great Taste Awards 2020: One Gold Star for Hellbent Boerewors
- Blas na h'Eireann Awards 2020: Hellbent Boerewors Coils

## Contact this supplier

- **Louis Ludik**

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## Image Gallery



OUR PRODUCT

Good things happen when cultures collide

HELLBENT



HELLBENT

89%  
Irish Beef  
Boerewors

An exciting culture  
collision of Irish beef  
and authentic  
South African seasoning.

COILED SAUSAGES

2pk | 250g











