Meatsnacks Group Launches STRIVE Beef Biltong - the Ultimate High Protein Snack for Outdoors and Sports Enthusiasts and Athletes

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The largest producer of jerky and biltong in Europe, Meatsnacks Group Ltd, is pleased to announce that STRIVE biltong, an exciting new range of protein-packed snacks aimed at the health and fitness market is launching nationwide through BP M&S Simply Food forecourts at the beginning of March 2017.

With demand for meat snacks growing, STRIVE Beef Biltong joins the Meatsnacks Group's range as the ultimate in post-workout fuel, offering consumers a lighter, gluten-free alternative to other dried meat snacks without compromising on flavour.

Made from the best cuts of Silverside beef sourced from within the UK and EU and marinated with natural store cupboard ingredients, STRIVE Beef Biltong is the low in calories with just 94 calories per 35g pack, and 17.9g of protein per pack to aid post-training recovery.

James Newitt, Managing Director of Meatsnacks Group Ltd, comments: “We're really excited to be launching STRIVE into the retail market; with high protein and low calories, STRIVE is designed to be the ultimate post-workout snack for fitness enthusiasts and athletes without compromising on taste.”

The STRIVE Biltong range will be available in BP M&S Simply Food Forecourts from the beginning of March and is available now online from www.meatsnackshop.com.

ENDS

Notes to the editors

Jerky and biltong are highly popular with athletes and fitness-conscious snackers looking for an energy boost, as products are high in protein and lower in fat than other snack products. This makes jerky and biltong a healthier snack when compared to products such as crisps, biscuits and chocolate, and hence why it's also popular as a snack at home or for those on the move and at work.

The essential difference between jerky and biltong is that the former is made from sliced, marinated meat which is then cooked and smoked, whereas biltong is made from sliced, marinated meat which is then air dried.

For more information visit http://www.meatsnacksgroup.com

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