

History of Jack's Biltong

In the late 1960's army men travelling across the South African border to Angola had a demand for dried foods to be able to last them their journey. Dried meat was a source of nutrition for them and came in form of large, dry, steak-like pieces, which they cut into smaller chunks, as they needed. Back in South Africa Jack Ho-Lin together with his youngest son Sydney Ho-Lin owned a small butchery, located in a zoned area called Bosmont.

In 1968 they developed a more convenient way for the army men to transport the dried meat products in the form of smaller dried stick-like meat which became known as biltong sticks. They developed their unique recipes, which became renowned for their quality and taste.

In 1969 Jack and Sydney decided to begin selling this product over their butchery counter as the demand extended into the local mass market. It was at this point they decided to phase out their butchery operation and focus on producing only dried pure beef products. During their development stage, together with the biltong sticks range they also began producing alternative dried beef products in the form of meat sticks and dried wors.

Business began to flourish and demand for meat in the South African market grew to enormous heights.

Jack's biltong has established its name in the South African market and is a luxury product that has heritage as well as potential to grow.

The current distribution footprint of Jack's is mainly in the Gauteng area where points of purchase range from pubs, cafeterias and a percentage of garage forecourts.

Jack's has maintained its stronghold in Gauteng through the years, and continues to be competing brand in the market and maintaining their best quality and service. Jack's biltong won the "Star Awards" for three consecutive years as the **Best Biltong Producer** from 2009 to 2011.