

---

# AUBREY D.

---

by

**GOURMET**  
Chips & Sauces





**AUBREY D.**

by **GOURMET**  
Chips & Sauces

## A BIT ABOUT US

- Company founded in 2004 - celebrating 11 HOT years!
- Gourmet Chips and Sauces is the manufacturer of **Aubrey D. Rebel Sauces and Condiments** which are **100% Made in the U.S.A.**
- Great tasting spicy products, from mildly hot to insanely hot: Sauces, condiments, gourmet marinades and snacks
- All natural & handmade with passion and a bit of rebelliousness, using only the freshest and best ingredients
- Aubrey D. is the #1 Hot Gourmet Condiment in Canada
- Our products are sold in a variety of Grocery, Big Box, Food Service, Specialty and Gourmet retailers across Canada, the U.S.A. and the United Kingdom.

# AUBREY D.

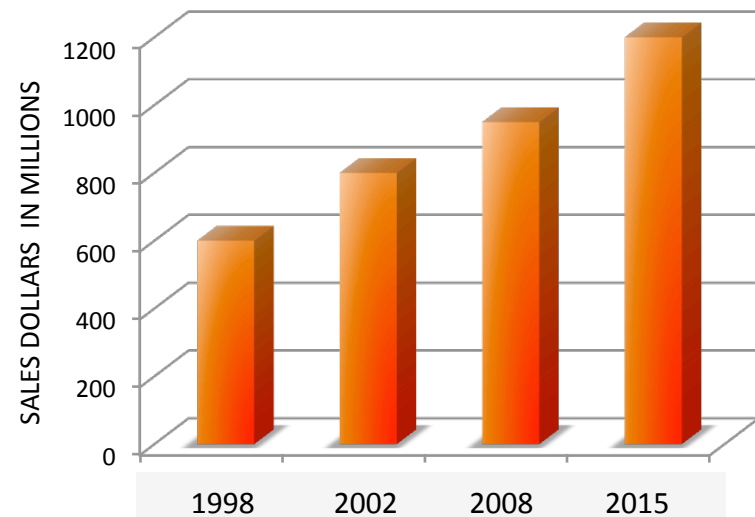
by **GOURMET**  
Chips & Sauces

## INDUSTRY TRUTHS & TRENDS

- Sales of hot sauces have grown by 150% since 2000, which is more than all the other condiments- ketchup, mayonnaise, mustard, BBQ sauce - combined. Hot sauce is now an industry with sales over a billion-dollars.
- The consumer's palate in North America has become more and more sophisticated. Two decades ago, when Tabasco did usage studies, they found that if the average person consumed hot sauce at all, they might know of one or two varieties. Now consumers are very enthusiastic to point out that when they make a certain dish, they want this particular hot sauce flavour and heat level, and when they make a different dish, they want a different hot sauce!
- Despite the strongly ethnic origins of many popular types of hot sauce, their popularity has transcended those communities, pointing to evolving American tastes.
- Indeed, hot sauce is moving from the fringe ethnic food aisles in grocery stores to become a staple of the American pantry. An NDP study published in 2015 found that 56% of households now have hot sauce in their kitchens. Once-obscure Sriracha is now stocked in 9% of total U.S. households and in 16% of households headed by millennials.
- Sriracha has developed a cult following among young people. In a 2013 documentary about the sauce, Americans of all backgrounds were seen zealously dousing it on their sandwiches, salads, eggs, hot dogs, and popcorn.
- "There were pockets of hot sauce lovers around the country for years, but suddenly, we're seeing that hot sauce is hitting the mainstream"

Jimmy Carbone, New York City Hot Sauce Expo

**Hot Sauce Sales North America**



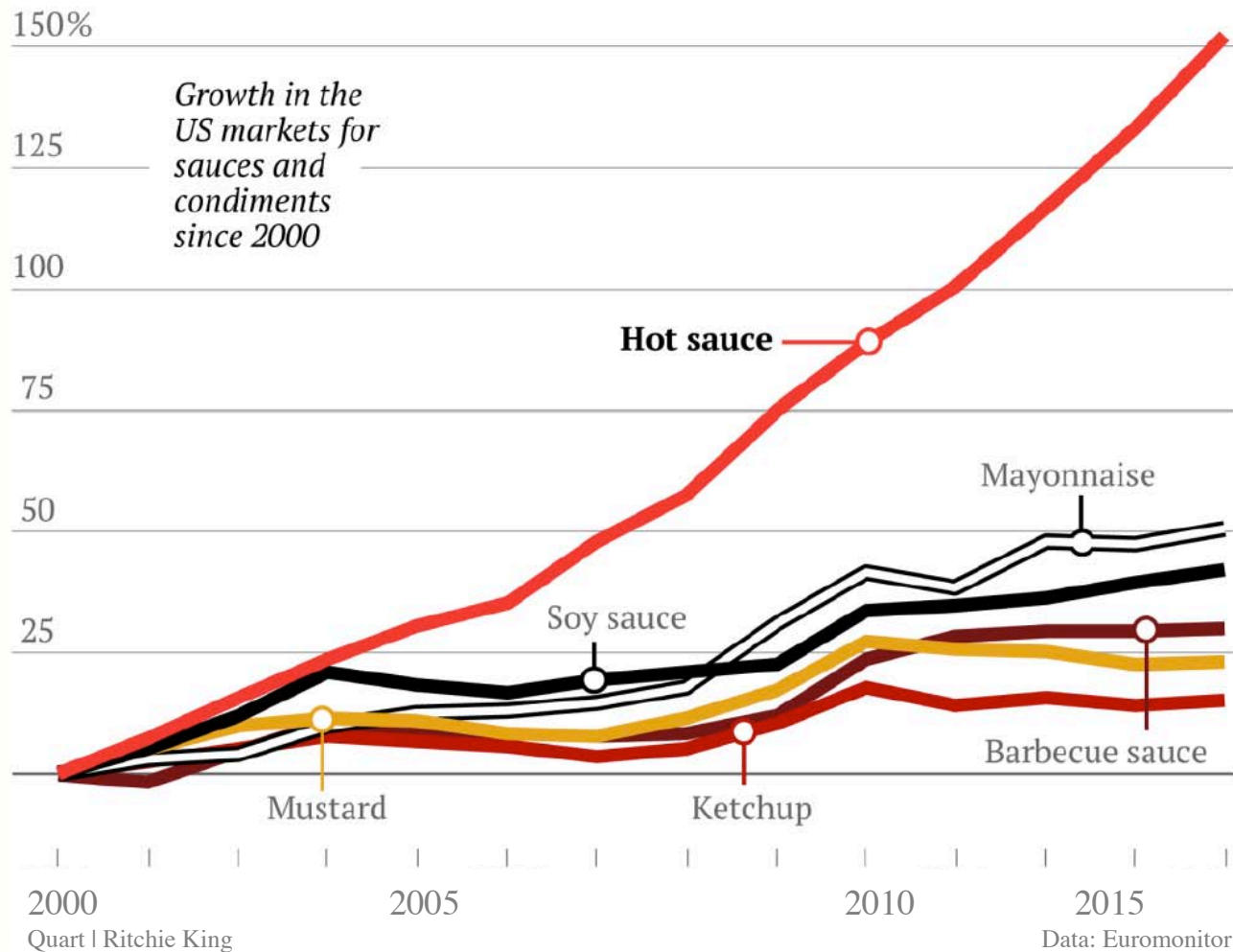
Source IBIS World and Dept Foreign Affairs and International Trade Canada report on Hot Sauces

**AUBREY D.**

by **GOURMET**  
Chips & Sauces

# HOT SAUCE SAUCES

## Meteoric Growth >150%





# AUBREY D.

by **GOURMET**  
Chips & Sauces

## INDUSTRY TRUTHS & TRENDS

- Consumers are continuously looking for **new** and **unique** flavours<sup>1</sup>
- Ethnic flavours such as **Mexican**, Thai, Vietnamese, Indian and Middle Eastern cuisine, where the hot pepper is a major factor, are big trends<sup>1</sup>
- Growth patterns in the category point to a building interest in better for you (BFY) offerings, ethnic-inspired products, and spicy flavors.<sup>3</sup>
- Traditional food manufacturers have been slow to adjust and sales are flat. They are losing out to smaller competitors that are positioning their products as fresher and more natural (**Aubrey D.**) as American consumers shy away from traditionally processed and packaged foods
- The \$5.6 billion US condiment industry has grown 10% from 2008-13 due to greater interest in eating at home in the post-recession economy<sup>3</sup>
- 48% of consumers use Hot/Cajun Sauces, 35% as a condiment, 26% as an ingredient to prepare foods<sup>4</sup>

Sources: <sup>1</sup>Convenience & Car Wash Jan/Feb 2014, <sup>2</sup>NFM Market Overview/Nutrition Business Journal, <sup>3</sup>Mintel Aug/Dec 2012, <sup>4</sup>Specialty Foods Magazine Jan 2013

# AUBREY D.

by GOURMET  
Chips & Sauces

## SPICY INDUSTRY

- Surging demand for hot products has had the restaurant industry reacting by introducing hot flavour that consumers are looking for
- From fast food to full service there are more spicy choices than there was just a few years ago
- Consumer interest in **hot and spicy flavors helps drive product innovation** as seen on food menus (McDonald's, KFC, Wendy's, Subway, Pizza Hut)
- McDonald's has a Habanero burger, Subway has a Sriracha chicken sandwich, KFC's Hot N Spicy Zinger sandwich.. and these are just the tip of the iceberg.



**AUBREY D.**

by **GOURMET**  
Chips & Sauces



**REBEL**<sup>TM</sup>  
**HOT SAUCE • SAUCE PIQUANTE**

# AUBREY D.

by GOURMET  
Chips & Sauces

## AUBREY D. REBEL HOT SAUCES: FIERY HOT

Beautiful. glossy high impact boxes for maximum visibility





# AUBREY D.

by GOURMET  
Chips & Sauces

## AUBREY D. REBEL HOT SAUCES: FIERY HOT

- These spicy and fiery hot sauces are made exactly how rebellious consumers like them. Bursting with lots of heat and lots of freshly grown flavour!
- Aubrey D. Rebel Hot Sauces™ are handcrafted and kettle cooked with USA choice peppers, fresh fruits and vegetables to be sure that each sauce is the best tasting in its pepper category.
- Unique flavours that are based on various hot peppers
- The only sauce series with 7 different flavours (plus more in development)
- Hand-crafted for upscale, gourmet retailers



# AUBREY D.

by GOURMET  
Chips & Sauces

## AUBREY D. REBEL HOT SAUCES: FIERY HOT

- Shelf displayers = simplified merchandising
- Made in the U.S.A
- No Preservatives.
- No additives
- No artificial ingredients.
- No added colour
- No MSG.



# AUBREY D.

by GOURMET  
Chips & Sauces

## HEAT & FLAVOUR: PERCEPTION CHART

HEAT



FLAVOUR

More Heat  
More Flavour  
More Intense



**AUBREY D.**

by **GOURMET**  
Chips & Sauces

## OUR LOGO STORY



**REBEL™**  
**HOT SAUCE • SAUCE PIQUANTE**

- The **skull** is a symbol of toughness, extreme bravery and defiance in the face of adversity. As skulls came to symbolize bravado, fighters, including U.S. special operations, used them on their uniforms. Truly a great symbol for a **REBEL!**
- The fiery **exhaust pipes** symbolize the “**easy rider biker**” legend with its worship of **American individualism.**
- The skull became an icon in 1970s London counterculture, - Vivienne Westwood launched a series of skull-inspired punk gear. Skulls became truly fashionable thanks to Alexander McQueen, whose scarves have been spotted on Kate Moss and the Olsen twins.
- Today the skull is seen everywhere from the highest fashion houses to children’s pajamas!

**AUBREY D.**

by **GOURMET**  
Chips & Sauces

**AUBREY D.**

Delicious & Exquisite Spicy Condiments

Made with Flavour. Designed for Retail.

# AUBREY D.

by GOURMET  
Chips & Sauces

## AUBREY D. CONDIMENTS: DELICIOUS

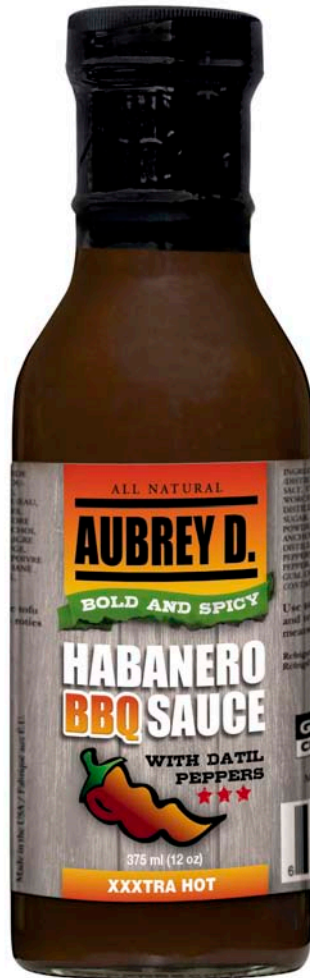
Say goodbye to boring condiments! **Aubrey D. Jalapeño Premium Condiments** add the deliciously hot excitement your customers crave. Prepared in small batches next to the farm that produces the **jalapeño peppers** in New Mexico, Aubrey D. Condiments will excite and delight your customers palate with the **fiery kick** that only the Jalapeño can deliver.



**AUBREY D.**

by **GOURMET**  
Chips & Sauces

## NEW! HABANERO BBQ SAUCE



- Introduce your BBQ to the fires of Vulcan with this **new** delicious **Habanero based BBQ sauce with Datil peppers.**
- Packed with enough **sweet, fruity flavours and heat** to make even a seasoned chilihead cry out in pleasure.

# AUBREY D.

by GOURMET  
Chips & Sauces

## AUBREY D . DIPPING SAUCES: ZESTY

- The ultimate triumvirate is here!
- Aubrey D. Rebel Salsa, Queso and Wing Sauce! The only brand that does all three that are packed with so much fire and heat... not to mention farm fresh pepper and tomatoes!
- Super **hot** products that customers who love **heat** crave









**AUBREY D.**

by **GOURMET**  
Chips & Sauces

## SUCCESSFUL STORIES

- **Lowe's** – sold into BBQ promotion for 2014 and have been invited to participate in 2015
- **BassPro** – have listed condiments for 4 years – ship direct to store (min \$500) and they order regularly – listed new sauces in Jan and repeated order in March and May!
- **Scheels Sports** – Listed 11 skus including ALL 7 REBEL Hot Sauces !
- **7 Eleven, Circle K and Shell** have all been customers for over 10 years and we continue to have great relationships with them
- **True Value** – Listed at Canada's largest wholesale hardware cooperative
- **Sobeys-Safeway** – seeing consumers “move up” from Tabasco and Franks and we see a steady increase in re-orders
- **TJMaxx** – listed all condiments and sauces in 2014– repeat orders have been steady – listed gift packs for Christmas – repeated for Fathers Day
- **Cabelas** – listed all condiments and have regular re-orders
- **UNFI** – Working to address Whole Foods, chains and independent health food stores. UNFI were pleasantly surprised that we more than doubled their sales projections in 2013



**Thank You!**  
[www.aubreyd.net](http://www.aubreyd.net)

**AUBREY D.**

by **GOURMET**  
Chips & Sauces

## Remarks & Comments