
AUBREY D.

by **GOURMET** 
Chips & Sauces

**Fiery Hot Sauces, Exquisite Condiments, Gourmet Chips, Passion for Heat.
Made with Flavour. Packed with heat. Designed for Retail.**



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ABOUT US

- Gourmet Chips and Sauces was founded in 2004. We are celebrating 12 HOT and SPICY years!
- Gourmet Chips and Sauces is the manufacturer of Aubrey D. Rebel Sauces and Condiments and are 100% proudly made in the U.S.A.
- We make great tasting spicy products, from mildly hot to insanely hot: Sauces, condiments, gourmet snacks, marinades and dips.
- All natural & handmade with passion and a bit of rebelliousness, using only the best, freshest ingredients.
- 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 Europe and Asia!

- 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. Today 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 condiment to enhance their palette and meal!
- Surging demand for hot products is not only affecting retailers, but the restaurant industry is also on fire introducing hot flavours that consumers are looking for.
- McDonald's, Chipotle, Chick-Fil-A, KFC, Wendy's, Subway, Pizza Hut, to name but just a few, are driving product innovation. 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.
- Traditional food manufacturers have been slow to adjust and sales are flat.
- Smaller competitors are positioning their products as fresher and more natural (Aubrey D.) as North American consumers shy away from traditionally processed and packaged foods.





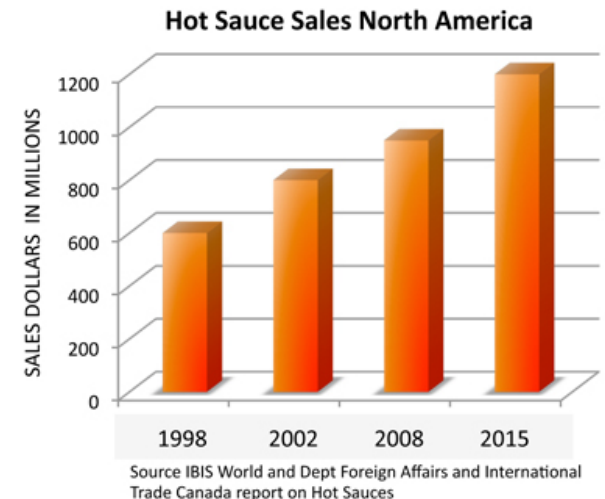
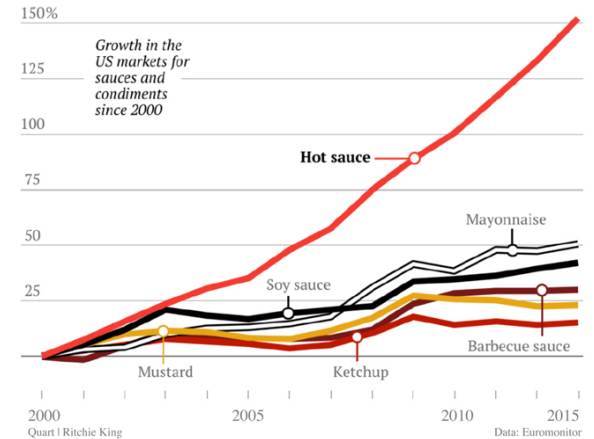
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HOT INDUSTRY

- 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
- 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.
- Growth patterns in the category point to a building interest in better for you (BFY) offerings, ethnic-inspired products, and spicy flavors.
- 48% of consumers use Hot/Cajun Sauces, 35% as a condiment, 26% as an ingredient to prepare foods
- 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.
- “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



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HOT PRODUCTS



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HOT LOGO



- 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!

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HOT SAUCES



- 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 8 different flavours (plus more in development)
- Hand-crafted for upscale, gourmet retailers
- All Natural
- Gluten free
- No Preservatives.
- No additives
- No artificial ingredients.
- No added colour
- No MSG.



- More heat, more flavour, more intense
- Breadth of line
- Premium packaging



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HOT SAUCE DISPLAYS



- Shelf displays = simplified merchandising
 - Easy to display
 - Convenient
- BBQ Display = Anywhere
 - Put the product right in with the BBQs

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HOT POTATO CHIPS

VERY HOT
TRES PIQUANTES

0 trans fat
0 gras trans

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jalapeno
white cheddar
cheddar blanc



KETTLE COOKED / CUITES A LA MARINETTE



WILD HOT POTATO CHIPS
CROUSTILLES PIQUANTES DECHAINÉES

142 g (5oz)

PRODUCT ENLARGED TO SHOW TEXT
PRODUIT AGRANDI POUR MONTRER LA TEXTE



VERY HOT
TRES PIQUANTES

0 trans fat
0 gras trans

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chipotle
chicken wings
ailes de poulet



KETTLE COOKED / CUITES A LA MARINETTE



SMOKIN' HOT POTATO CHIPS
CROUSTILLES PIQUANTES FUMANTES

142 g (5oz)

PRODUCT ENLARGED TO SHOW TEXT
PRODUIT AGRANDI POUR MONTRER LA TEXTE



XXXTRA HOT
XXXTRA PIQUANTES

0 trans fat
0 gras trans

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habanero
bar-b-q



KETTLE COOKED / CUITES A LA MARINETTE



FIERY HOT POTATO CHIPS
CROUSTILLES PIQUANTES ARDENTES

142 g (5oz)

PRODUCT ENLARGED TO SHOW TEXT
PRODUIT AGRANDI POUR MONTRER LA TEXTE



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HOT POTATO CHIPS

Zero Trans Fat
Zero Cholesterol

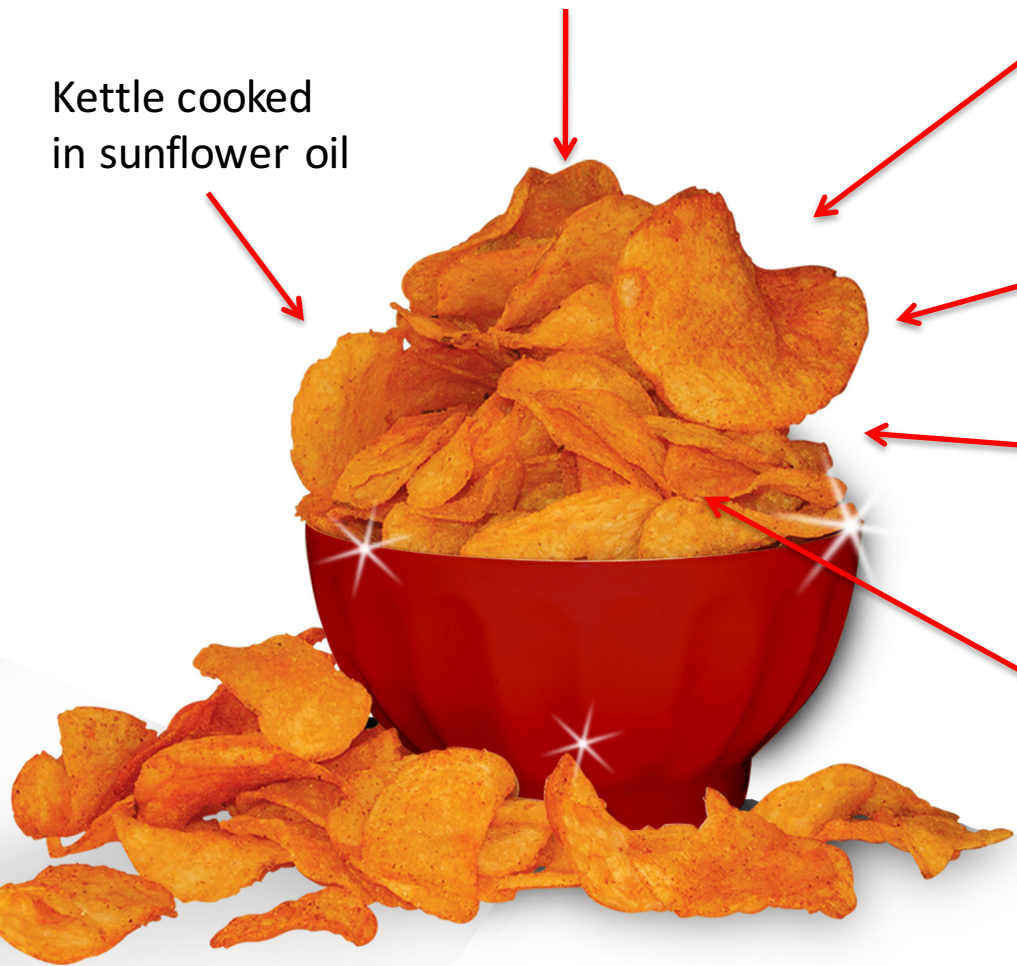
All-Natural

Kettle cooked
in sunflower oil

Break resistant full
size chips

Made for edgy consumers
who are looking for exciting
flavours

Foil packaging ensure
1 year shelf life



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HOT POTATO CHIPS

- These thick and crunchy potato chips are made to the demands of rebellious consumers who are looking for more heat and better flavours. Bursting with lots of heat, lots of flavour, lots of crunch!
- Aubrey D. Rebel Potato Chips™ are handcrafted and kettle cooked with USA organic potatoes
- Unique flavours that are based on various hot peppers
- All Natural
- Peanut Free and Gluten free
- No Preservatives.
- No additives
- No artificial ingredients.
- No added colour
- No MSG and Non GMO.
- Delicious



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HOT DIPS

- 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



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HOT CONDIMENTS

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.



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HOT BBQ SAUCES



- Introduce your BBQ to the fires of Vulcan with these **new** delicious **Habanero based BBQ sauces**
- The Classic Habanero BBQ Sauce has the added oomph of **Datil peppers**
- The Habanero Louisiana BBQ Sauces is flavoured with Cayenne peppers to bring out the deep south BBQ flavour
- Each is packed with enough **sweet, fruity flavours and heat** to make even a seasoned chilihead cry out in pleasure.

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HOT EXOTIC



- Explore the word of exotic flavours with these Asian inspired sauces that cater to the demands of ethnic and curious customers
- Traditional and popular table sauces from Asia given an extra burst of heat and delicious flavour.
- Taste the difference with the XXXtra Hot Sweet Chilli Sauce with Habanero that is sure to please
- Spice it up with our Sweet Cherry with the unique spice of the Szechuan Pepper
- Try this new take on boring old ketchup...Excite your taste buds with the Korean Style Sweet & Spicy Ketchup with Gochujang





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THANK YOU