

Cobra Chilli

FACE THE FURY

THE COBRA CHILLI RANGE

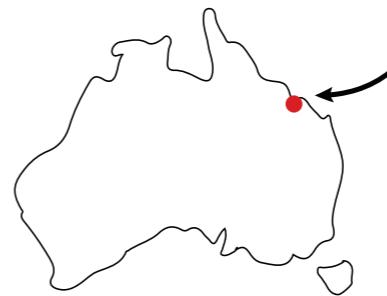


ABOUT COBRA CHILLI



How did it begin? What came first, the chilli or the seed? It's funny because a similar question has puzzled chicken & egg enthusiasts for centuries.

Fortunately, as a cultivated saucier, Vaughn Henry (Cobra Chilli Founder) has the answer for you...



It was the seed. But he did not choose just any seed... The Carolina Reaper chose him. And from small plantations of chilli plants at Beelbi Creek, on Australia's north-east coast, the Cobra Chilli legend was born.

How hot is hot?

If you're a crazy hot sauce enthusiast and you thrive on the burn, you should try anything Ultra Hot and Extreme. Like a good level of spice – Then Hot is good for you. Not super crazy about chilli but love a good flavour, Mild and Medium is where you reside.



150ML (5.1 OZ)

QTY per carton:	12
Storage:	Dry - shelf stable
Shelf Life:	24 months
Carton NW:	4.06kg (8.95lb)
Carton GW:	4.18kg (9.21lb)
Carton Dim (LxWxH):	200x150x190 mm



150ML (5.1 OZ)

QTY per carton:	12
Storage:	Dry - shelf stable
Shelf Life:	24 months
Carton NW:	3.77kg (8.31lb)
Carton GW:	3.89kg (8.57lb)
Carton Dim (LxWxH):	190x140x160 mm



250ML (8.5 OZ)

QTY per carton:	12
Storage:	Dry - shelf stable
Shelf Life:	24 months
Carton NW:	6.60kg (14.55lb)
Carton GW:	6.75kg (14.88lb)
Carton Dim (LxWxH):	220x165x210 mm



350ML (11.8 OZ)

QTY per carton:	6
Storage:	Dry - shelf stable
Shelf Life:	24 months
Carton NW:	3.34kg (7.36lb)
Carton GW:	3.44kg (7.58lb)
Carton Dim (LxWxH):	190x140x160 mm

Specifications are indicative only.
Please view product specification
guide for details.

Why Cobra?

Our distinctive position is our ability to cater to not only the purest of hot sauce aficionados (that's a nice way to describe people that can't stop eating really hot sauce), but that we also have a range of mainstream award winning BBQ, Wing and Chilli sauces to engage a far wider audience.

✓ **SATISFYING THE PUREST HOT SAUCE ENTHUSIASTS WITH OUR EXTREME REAPER CHILLI SAUCES.**

✓ **EXCELS IN MEETING MAINSTREAM CONSUMER DEMAND FOR FLAVOUR AND QUALITY.**

✓ **OUR FULL RANGE IS CONSISTENTLY AWARDED TOP OF CLASS IN THE USA.**

AWARDS



Hot sauce is definitely something that the Americans love. They don't just love it, they revere it – so to win an award against the biggest and the best hot sauce manufacturers in the USA is an achievement in itself.

To tell you the truth, we haven't just won one or two awards, **CONSISTENTLY EVERY YEAR**, Cobra Chilli takes out top of class awards for almost all our product categories. Why? because it's simply a fantastic sauce.

CHILLI SAUCES

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When you design a chilli sauce its not just about making a sauce hot with lots of chilli. Its about understanding what different chilli varieties do on the palate. Therefore, the combination of fresh base flavours such as garlic, onion, tomatoes, vinegar and salt, with just the right chilli variety designed to give food lovers that wonderful fusion of flavours.
”

THIS IS
COBRA CHILLI
AND THIS IS OUR
PASSION.

CHILLI SAUCES

TROPICAL ZING

MILD



HABANERO

HOT



REAPERS HARVEST

EXTREME



RED JALAPENO

MEDIUM



TORRID AFFAIR

ULTRA HOT



BLACK TRUFFLE CHILLI SAUCE

MILD



BLACK TRUFFLE CHILLI SAUCE

COMING SOON

Truffles can be described as the gourmet mushroom. They have a pungent, intense, earthy fragrance and lend a unique flavour and aroma to food. Used in extremely small quantities, its flavour and aroma turn a standard offering into a gourmet experience. When crafted into a flavor profile that includes Jalapeno chillies, the result is nothing short of fantastic.

BBQ SAUCES

BBQ SAUCES

A perfect fusion of four traditional sauces:

ketchup,
BBQ,
chilli &
mustard.

There are no other sauce quite like them and when combined with fresh tomato, garlic, onion and the sweet smokey flavours from molasses and Worcestershire, it's like a barbecue in a bottle. Now bring forth the chilli artistry to achieve just the perfect heat profile.

The result is an award-winning blend of smokey-sweet, hot and sour flavours designed to change the way you think about sauce.



HABANERO
MEDIUM

Habanero BBQ Sauce has a smoky, sweet flavour which combines beautifully with the great taste of the Red Habanero chilli. Made popular with Mexican cooking, the Habanero chilli comes from the Amazonas region and its flavour and aroma have become increasingly popular all over the world. Combined with the smokey flavours from the molasses and Worcestershire sauce. It is nothing short of amazing. 5% Red Habanero Chilli



CONGO
HOT

Our Congo BBQ Sauce again has a smoky, sweet flavour which combines so well on any BBQ food. The 5% Congo Black chilli steps up the heat profile beautifully with a well balanced and lingering chilli heat. Also known as Chocolate Habanero, the Congo Black chilli is from the Island of Trinidad in the Caribbean and is the hottest and largest of the Habanero family. 5% Congo Black chilli (Chocolate Habanero)



CAROLINA
ULTRA HOT

One of the stars of the Cobra Chilli line up, meet our highly decorated ultra-hot BBQ sauce. An amazing blend of spices and chilli which is consistently awarded top prizes internationally. When this product wins the Hot Sauce awards in places like Texas, Louisiana & Mexico, you know you must be onto a good thing. Try it with anything off the BBQ and especially Bratwurst sausages, ribs and as a secret sauce on pizza. 5% Carolina Reaper Chilli.

PEPPER SAUCES

These are our famous Louisiana-styled (meaning vinegar based) chilli pepper sauces that are the most versatile range of sauces we have created. Here we use a wide range of different chillies masterfully combined with vinegar and salt to achieve a delicate balance of heat and flavour across five very individual styles. Complementing a wide range of foods (& drinks), these versatile sauces really highlight the raw, intense flavour of the chilli.

JALAPEÑO

MILD



LIMON

MEDIUM



HABANERO

HOT



CONGO B

ULTRA HOT



REAPER

EXTREME



Can you handle the heat ? This splash-on Extreme-Heat, Louisiana-Style Pepper Sauce is made with the famous Carolina Reaper chilli and if you are looking to spice things up a bit, then look out. The Carolina Reaper (HP22B) chilli is ranked as the hottest chilli in the world. 30% Carolina Reaper Chilli

WING SAUCES

Cobra Chilli's version of an enormously popular & well proven favourite, our wing sauce screams flavour. Originally the brainchild of Teressa Bellissimo, the first plate of wings was served in 1964 at a family owned establishment in Buffalo, New York. Today, our wing sauce ensures everyone can indulge in what can only be described as.....OMG yum.

**MILD****HOT****ULTRA HOT**

A mild wing sauce offering the full zesty flavour but with a milder Cayenne chilli. Perfect for those fans that love the buffalo wing sauce but need to tame it down somewhat. 15% Cayenne chilli

Our award winning blend of fresh tomato, fresh onion, garlic sugar, vinegar and salt are carefully combined and to crank up the heat we use fresh Habanero chillies. Dare we say a more gradual chilli sensation. 15% Habanero Chilli

Taking us a little by surprise is the success of our Ultra Hot Wing Sauce. This growing demand for burning hot wing sauce is on the trend. Combined with the famous Carolina Reaper Chilli, wonderful things happen. 15% Carolina Reaper Chilli



EXTREME SAUCES

EXTREME SAUCES



EXTREME SAUCES

This is a company for the serious chilli-head. These sauces are ridiculously hot!



REAPER
EXTREME

Can you handle the heat ? This splash-on Extreme-Heat, Louisiana-Style Pepper Sauce is made with the famous Carolina Reaper chilli and if you are looking to spice things up a bit, then look out. The Carolina Reaper (HP22B) chilli is ranked as the hottest chilli in the world. 30% Carolina Reaper Chilli



MAGIC SAUCE
ULTRA HOT

This Asian style sauce is so amazing and tasty and has been described as "liquid umami" - it's our best seller. The first five seconds in your mouth, you will taste all of the ingredients – the soy, the sesame oil, the onion, ginger and garlic and even the Carolina Reaper – but without the heat. Then the heat will kick in but will only really last for about 15 seconds. It will then dissipate, leaving you with the fantastic flavours of all the natural ingredients. Wow - magic. We also call it Magic Sauce because it goes with, on and in almost every kind of food.



REAPERS HARVEST
EXTREME

Cobra Chilli's Reaper's Harvest is well rounded with equally matched heat and flavour. The ingredients complement each other and shine through the extreme heat of the Carolina Reapers. This is definitely a sauce for chilli-heads who can handle the heat. 30% Carolina Reaper - 2013 Guinness World Record Hottest Chilli



CHILLI PASTE
EXTREME

This all-natural sauce with a beautiful home made chunky consistency delivers a delicious taste and wonderful aroma. With 50% Carolina Reaper Chili, this sauce is again only for those that dare. This all-natural sauce with a beautiful home made chunky consistency, delicious on the palate and with a wonderful aroma. It has a very nice upfront flavour from the tomatoes and sugar with a slight hint of garlic and onion. Directly after tasting, the extreme heat of the Carolina Reapers really pack a punch. 50% Carolina Reaper Chilli



CHILLI MASH
EXTREME

A simple combination of the Guinness World Record hottest chilli in the world, the Carolina Reaper, and Vinegar - that's it. This is for when you want to have fresh chillis on hand to spice up a dish and only add this great chilli flavour and heat. Use it to make your own sauce creations or to REALLY liven up a curry, soup, chilli con carne or pasta dish. Or if you are a true chilli head, straight on your meat pie, hot dog or in your hamburger.

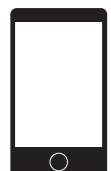
M A R K E T I N G & P R O M O T I O N A L S U P P O R T

R E T A I L P O I N T O F S A L E S U P P O R T



SHELF TALKERS

Cobra Chilli offers a range of customised shelf talkers. Enticing the customer to try something new on a range of different foods.



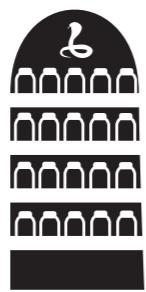
SOCIAL MEDIA

Social media is an amazing marketing tool and should not be overlooked by anyone. We are pleased to support.



DISCOUNT PROGRAMS/ REBATES

Discounting for key promotional periods is important and we are committed to supporting our retailers. Speak to our merchandising team about how the programs work and what requirements your business has.



INSTORE P R O M O T I O N A L S U P P O R T

Our experience has found that by engaging customers instore converts into new repeat customers. Cobra Chilli's merchandising team work closely with your category managers to put these programs in place.



SPECIALTY STORES

Posters, product cards, etc are all available for the Cobra Chilli brand.

Cobra Chilli is committed to working with its partners to grow consumer awareness.

C O N T A C T

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