



Cobra & Chilli

FACE THE FURY

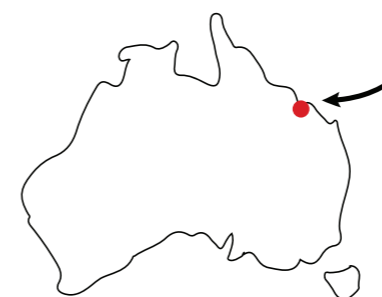
THE COBRA CHILLI RANGE



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.

| | |
|-------------------|-----------|
| CAROLINA REAPER | 1,569,800 |
| TRINIDAD SCORPION | 1,463,700 |
| GHOST | 1,041,427 |
| BUBBLEGUM | 850,000 |
| HABANERO | 300,000 |
| CAYENNE | 40,000 |
| CHILLI DE ARBOL | 20,000 |
| JALAPENO | 6,000 |
| TABASCO SAUCE | 5,000 |
| CAPSICUM | 0 |

SPECIFICATIONS



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.

DIFFERENTIATION

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

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

Cobra Chilli's version of a mild, sweet chilli sauce with a zingy, tropical twist you'll love. Tropical Zing has 50% pineapple, lime, ginger and hint of Jalapeño to give it that signature 'zing'. 5% Green Jalapeño Chilli



RED JALAPENO

MEDIUM

Combines the amazing taste of zesty Green Jalapeños and fresh Chilli de Arbol. Our Red Jalapeño Chilli Sauce is full of Mexican flavour and aroma thanks to the fresh tomatoes and Jalapeño. With a slight chunky texture, it's an all-round favourite. 20% Red Jalapeños 10% Chilli de Arbol



HABANERO

HOT

Our Habanero chilli sauce is fiery hot and extremely pungent with a distinctive fruity-smoky flavour. The Habanero chilli comes from the Amazonas region and was once recognised by the Guinness book of World Records as the world's hottest chilli. 30% Habanero Chilli



TORRID AFFAIR

ULTRA HOT

This sauce is ultra-hot with sweet undertones coming from the Congo Black chilli (Chocolate Habanero). The Congo Black chilli is from the Island of Trinidad in the Caribbean and is the hottest of the Habanero family. Spicier & packs a punch. Congo Black Chilli (30%)



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



BLACK TRUFFLE CHILLI SAUCE

MILD

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.



COMING SOON

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 or the chilli.



JALAPEÑO

MILD



A splash-on sauce made with the unmistakable Jalapeño chilli. This is a mild, Louisiana-Style Pepper Sauce that is such a versatile condiment for nearly all kinds of food. With a punchy zest and balanced acidity, this sauce is hot enough to give a good zing, but still mild enough to please a wide range of palates. 30% Jalapeño



LIMÓN

MEDIUM



Made with the fresh tasting Aji Limón chilli. This is a Medium-heat, Pepper Sauce that is such a versatile condiment for so many kinds of food. The Aji Limón chilli (also known as the lemon drop pepper) is a hot, citrus-like, lemon-flavoured chilli which is a popular seasoning pepper in Peru, where it is known as Qillu Uchu. 30% Aji Limón chilli



HABANERO

HOT



A splash-on sauce made with the ever-popular Red Habanero chilli. It's a fiery hot and extremely pungent sauce with a distinctive fruity-smoky flavour. A Louisiana-Style Pepper Sauce that is such a versatile condiment for nearly all kinds of food. Fantastic on pizza, pasta, nachos and is an amazing addition to a Bloody Mary cocktail. 30% Habanero Chilli



CONGO B

ULTRA HOT



A splash-on sauce made with the hottest of all Habaneros. This is an Ultra Hot, Louisiana-Style Pepper Sauce that is such a versatile condiment for nearly everything. The Congo Black chilli, also known as Chocolate Habanero, is the hottest and largest of the Habanero family. It packs a punch and is far spicier than regular Habanero chillies. 30% Fresh Congo Black Chilli



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 Teresa 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



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



HOT



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



ULTRA HOT



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

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 Chilli, 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.

MARKETING & PROMOTIONAL SUPPORT

RETAIL POINT OF SALE SUPPORT



SHELF TALKERS

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



INSTORE PROMOTIONAL SUPPORT

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.



SOCIAL MEDIA

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



SPECIALTY STORES

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



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.

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

CONTACT

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