



RETAILER INFORMATION PACK

VALID July 2021 TO June 2022

Information for Wholesale Purchase for Retail Sales

Crowley Fine Foods Pty Ltd
Trading as - Crowley's Hot Sauce
ABN – 72 161 947 002

Unit 7 / 27 Lake Albert Road,
Wagga Wagga, NSW, 2650

www.crowleyshotsauce.com.au

About Crowley's Hot Sauce

Based in Wagga Wagga, New South Wales, Crowley's Hot Sauce are a manufacturer of Hot Sauce (Chilli Sauce) products, where the main aim is to deliver "Flavour First and Heat Second" with every variation of heat, complementing the flavours its combined with.

We started a small garden, planted a few seeds, grew a few trees, played around with a few recipes and went from an Interest to a Passion, and from an Idea into a Reality and here we are today.

We first hit the market with a stall at the Wagga Wagga Farmers Market September 10th 2011.

From there, the feedback has been overwhelming and our products are now known both Nationally and Internationally.

We travel across Australia for markets, festivals and major events. No event is too big or too small, and our customer demographic reflects our versatility as well.

We offer both retail and hospitality products, and have on average 30 – 50 restaurants, hotels, pubs, bars, burger shops and pizza joints, using our products.

Our range offers two distinct styles.. The Savoury style and the Sweet style. All products have a Best Before advisory of 18 months from Date of Manufacture. Our products are pasteurised before bottling and are hot bottled and naturally cooled to create vacuum sealed products.

Our products are also high in acid, using vinegar as our base to ensure low Ph and shelf stability

We avoid using acidity regulators and adding water, and aim to keep our products full of fresh, natural product. All our existing product offerings are Gluten Free as well.

As a prospective Retailer, we encourage you to sample the product with family, friends and existing customers before taking us on board. We can talk about our products all day, but it's truly the products themselves that finalise the sale.

We currently manufacture out of UNIT 7 / 27 Lake Albert Road, Wagga Wagga, and have passed inspection by the Wagga Wagga City Council, meeting NSW Food Authority Food Standards Codes 3.2.2 and 3.2.3 and have been inspected and approved by NSW Food Authority as a Food Manufacturer.

The Savoury Styles

Our Savoury Sauces aim to get the best out of the flavours of the ingredients and complement those with a lovely little (or big) hit of heat. We're not always about the Heat. We know that some Chilli sauces are just HOT, and with no real flavour.... That's where we differ. Flavour is the key. The Chilli is just a perfect partner.

Haba Nice Day (250ml only) Heat Rating 11/10

SILVER Medal – Sydney Royal Fine Food Awards 2012

Ranked 14th / 116 Entries, 2013 Louisiana Hot Sauce Festival

2nd “Habanero Hot Sauce” Category, Australia / NZ “Mr Chilli” Awards 2014

1st “Habanero Hot Sauce” New York City Hot Sauce Expo 2016

This is our HOT ONE. The “Haba” relating to the Habanero’s as the main ingredient, giving it both it’s unique Habanero flavour as well as the heat that the Habanero’s are famous for. All our sauces meet the mantra “flavour first, heat second” but for this one, the heat is a very, very close second, but still well balanced to entice the taste buds to want more, not scare them running. For the dedicated Chilli Head, this is perfect. For the uninitiated, this is a challenge.



Seeded Lava (250ml) Heat Rating 8/10

Ranked 8th / 116 Entries, 2013 Louisiana Hot Sauce Festival

Winner - #1 “Savoury Category” Australia / NZ “Mr Chilli” Awards 2014

2nd – “Asian Hot Sauce” – World Hot Sauce Awards Louisiana USA 2015

A reasonably Hot everyday Chilli Sauce. Not just the heat, but a fine balance of bell pepper, onion and garlic combine to provide the initial flavour burst that immediately hits the pallet closely followed by the inevitable heat. Great on Chicken and Fish.



Cajed Heat (250ml) Heat Rating 7/10

BRONZE Medal – Sydney Royal Fine Food Awards 2012

Ranked 7th / 116 Entries, 2013 Louisiana Hot Sauce Festival

2nd – “Best Taco Sauce” World Hot Sauce Awards Louisiana USA 2016

Cajun spices all locked up in a little Glass Cage. A moderate heat (less than the Seeded Lava) but combined with a perfect blend of Cajun style spices that are the first thing you'll taste, again, followed by a slow moving warmth that complements the earthy flavours of the Cajun spice. Trust us when we say this one is a Meat Eaters sauce !! This one takes pride of place where no BBQ sauce can. We say “Cajun” but you may think “Burrito.... Taco...” and everything “Southern American”



Smoke & Fire (250ml) Heat Rating 7/10

Winner - #1 “Smoked” Category Australia / NZ “Mr Chilli” Awards 2014

WINNER - #1 “Best Chipotle Barbecue Sauce” World Hot Sauce Awards 2015

WINNER - #1 “Best Chipotle Barbecue Sauce” World Hot Sauce Awards 2016

A lovely smokey spicy sauce that complements anything off the barbeque. With a little dried black olive paste from central Victoria, this has a richness and smokiness that works perfectly with all things meat, but especially smoked pork, Sausages and Steak. A savoury chipotle sauce that changes the BBQ from Sweet to Savoury



The Garlic Source (250ml) Heat Rating 4/10

Winner - #1 “Chilli & Garlic” Category Australia / NZ “Mr Chilli” Awards 2014

As the name suggests, this is one serious Source of Garlic. Roasted for up to 3 hours to bring out the caramelised sweetness and turn the Garlic into a buttery velvety texture that makes this sauce smooth and glossy. A reduced heat level makes it very appealing to those not accustomed to super hot sauces. It goes extremely well as a Pizza Base, is a fantastic Pasta Sauce, works in harmony on salads and sandwiches and will generally complement any meal. Garlic and Italy are a stereotypical match, but it's truly a match made in Hot Sauce Heaven.



The Sweet Sweet Lovin' Range

The Sweet Range is a fantastic complement to any Asian style dish and all sauces work in perfect harmony with Chicken and Fish, but our experimental evenings at the dinner table have stumbled across a sauce range that is so versatile, we use it as a salad dressing, marinade, table sauce, addition to stir fry's and anything else we can dream up.

Sweet Sweet Lovin' Lime (250ml) Heat Rating 5/10

BRONZE Medal – Sydney Royal Fine Food Awards 2012

3rd “Sweet Chilli” Category Australia / NZ “Mr Chilli” Awards 2014

Our signature sauce. Take an everyday Sweet Chilli and simply pack it with LIME. The first time the flavour hits, you immediately get the sweetness, then the zing of lime and just when you think it's safe, the slow burn. Some say it's a little trip to Thailand in every mouthful.



Sweet Sweet Lovin' Mint (250ml) Heat Rating 5/10

BRONZE Medal – Sydney Royal Fine Food Awards 2012

A sweet lovin' chilli sauce that's overloaded with Mint. That first taste takes you back to Gran's House on a Sunday afternoon with a Lamb Roast in front of you. In this case, it's Lamb Roast with attitude.



Sam Wyatt” BBQ Range

Sam Wyatt is our alter ego.. it’s all about BBQ, Meat and Smoke.
Smokin’ BBQ Onion 4 (Heat Rating 4 / 10)

3rd – Mr Chilli Awards BBQ Category 2015

Rich, smokey, malty and sweet, with and Onion and Molasses base we tailor this one for the kids (and those not too sure about how hot they want to go). A beautiful table sauce or finishing glaze to top off those Ribs, Roasts and Wings, or splash across a burger or steak.



Smokin' BBQ Onion 8 – Garlic & Rosemary (Heat Rating 8 / 10)

3rd – Mr Chilli Awards Smoked Category 2015

The starting point to this is identical to it's milder cousin, so its rich, smokey, malty and sweet, with Onion and Molasses but we kick this up a bit with a heap more heat, and the addition of Garlic and Rosemary. Garlic for the flavour and Rosemary to tantalise the senses with an aromatic that is enhanced with the addition of warmer temperatures. Use as a finishing baste on your roast, or fold through some pulled beef this one takes BBQ sauce to a whole new level.



Twisted Wista

A traditional Worcestershire Sauce with a twist.

(Heat Rating 8 / 10)

When your grandmother makes an awesome product using a traditional family recipe, you take it and make it, and add some chilli to it. We've kept the traditional ratios and flavours and added some new school heat, but not too much. Just a touch to stay in balance. This is a perfect addition to any meal or sandwich.



Reaper Splash

Infused. Liquid. Gold

(Heat Rating 12 / 10)

When you just need that little extra splash to make the dish sing. We've infused our Vinegar with Carolina Reaper, Sugar, Salt and some Garlic and Ginger, cooked it down, let all the goodness develop and then extracted the pure liquid essence, and packed it in a bottle. With a splash pourer, a few drops adds a zesty Reaper infused flavour and aroma, with a small sweetness that balances any savoury dish. The heat is definitely there.



Flamin' Bacon

Extra Smokey. Extra Hot.

(Heat Rating 14 / 10)

When you want HOT, but a smooth HOT. Not one of those that makes you stumble backwards as your brain says “DON'T DO IT”. Our Flamin Bacon is a Reaper based product, blended with our Signature Bell Pepper and Onion puree, with added sweetness from Molasses, extra Smoke Flavour and yet has a beautiful smooth balance.... And just when you think “this isn't hot”... Think again. This is all about adding extra smokiness, heat, sweet, and depth to any meat or BBQ dish.



HALLUCINATOR

Don't Do It. Just DON'T DO IT!!

The ULTIMATE ENDORPHIN RUSH!! This one is NOT for the feint hearted, literally. We encourage you to read our disclaimer and warnings found on www.crowleyshotsauce.com.au/hallucinator

This product contains a Chilli Extract (Capsaicin Oleoresin) with a SHU (Scoville Heat Unit) Rating of 9 Million SHU. One of the hottest naturally occurring products in the chilli industry. We incorporate the resin with our chilli and spices to create a paste. A “safe” to use paste that wont run or spill and is also easy to use when adding to dishes. Designed as an additive a little goes a long way, and 0.5 of a millilitre is enough to spice up a dish for 1 to 4 people. It's also designed as a product that forces the brain to release the endorphins that come with a high end chilli experience. Trust us when we say stay as far away from this as possible.. but if you choose to take the trip.. ENJOY THE RIDE.

Comes in a small box, with multiple warnings, includes a pair of gloves and a Safe Use and Safe Clean Up guide.

HALLUCINATOR IS IN LIMITED STOCK ON MOST OCCASIONS. FOR LARGE ORDERS PLEASE ALLOW UP TO 3 TO 4 WEEKS FOR SUPPLY



Wholesale and Recommended Retail Pricing Table

Product	Wholesale	Recommended Retail	Gross Profit	GST
Seeded Lava 250ml	\$6.60	\$10.00 - \$12.00	45%	Not Applicable
Cajed Heat 250ml	\$6.60	\$10.00 - \$12.00	45%	Not Applicable
Smoke & Fire 250ml	\$6.60	\$10.00 - \$12.00	45%	Not Applicable
The Garlic Source 250ml	\$6.60	\$10.00 - \$12.00	45%	Not Applicable
Haba Nice Day (PREMIUM) 250ML	\$7.60	\$11.00 - \$14.95	45%	Not Applicable
Sweet Sweet Lovin' LIME 250ml	\$6.60	\$10.00 - \$12.00	45%	Not Applicable
Sweet Sweet Lovin' MINT 250ml	\$6.60	\$10.00 - \$12.00	45%	Not Applicable
"Sam Wyatt" Signature Onion based BBQ Sauce. Level 4/10	\$6.60	\$10.00 - \$12.00	45%	Not Applicable
"Sam Wyatt" Signature Onion based BBQ Sauce. Level 8/10 With Garlic and Rosemary	\$6.60	\$10.00 - \$12.00	45%	Not Applicable
Twisted Wista 250ml	\$6.60	\$10.00 - \$12.00	45%	Not Applicable
Haba Nice Day (PREMIUM) 250ML	\$7.60	\$11.00 - \$14.95	45%	Not Applicable
Reaper Splash (PREMIUM) 250ml	\$7.60	\$11.00 - \$14.00	45%	Not Applicable
Flamin Bacon (PREMIUM) 250ml	\$7.60	\$11.00 - \$14.00	45%	Not Applicable
HALLUCINATOR The 'unratable' Super Hot Extract based spice blend 40ml Includes sealed packaging, warnings and safety documentation. LIMITED SUPPLIES AVAILABLE	\$23.00	\$29.00 - \$35.00	35%	Not Applicable

Pricing is Valid until 30th June 2022

Note – Recommended Retail is an indicator and not a mandatory price range.

We understand some retailers paying freight costs will need to recover their freight through higher margins.

For orders over 10 dozen units, please ask about additional price breaks

Catering and Hospitality Bulk Products

We have a large number of restaurants, cafes, burger joints and BBQ outlets using our products. If you want to consider using our products in your commercial outlet, don't hesitate to contact us.

Crowley's Hot Sauce				
Bulk packaged Catering Products				
PRODUCT STANDARD RANGE	Product Sizes	Unopened Shelf Life (Best Before)	Opened Shelf life	Pricing GST Not Applicable
The Garlic Source Cajed Heat Smoke & Fire Seeded Lava Sweet Lovin Lime Sweet Lovin Mint BBQ 4 – MILD BBQ 8 G-R – HOT Twisted Wista	2 litre heavy duty plastic 'jerry can' drums	18 Months from date of manufacturing	Use within 6 months of opening	\$45.00
PRODUCT PREMIUM RANGE				
Haba Nice Day Reaper Splash Flamin Bacon	2 litre heavy duty plastic 'jerry can' drums	18 Months from date of manufacturing	Use within 6 months of opening	\$60.00

At this time, we do not regularly stock 2 litre catering packs and all items are generally made to order, although we may have items in stock. Please contact the below email or phone for stock availability.

We also offer 5, 10 and 20 Litre Volumes on a Made To Order basis. Please contact us directly for additional pricing. Prices Valid to 30th June 2022

WHOLESALE CONTACT ; Jason Crowley

crowleyshotsauce@gmail.com

0411 066 237

Freight Pricing

Freight costs are dependent on volume purchased and delivery locations
For Freight estimates prior to ordering, please contact

CONTACT: crowleyshotsauce@gmail.com
0411 066 237

We use Fastway as our courier service. Our Freight pricing is passed on to the customer without any additional margins. If you have your own preferred courier please advise us and we can arrange to ship using your own contracted pricing.

Please allow at least 7 days between order and shipment (unless prior arrangement on pre stocked items)

Customised Product Production

Your Sauce | Your Logo | Your Label

Got an idea of a sauce you want to market with your logo?

We can tailor make a product, or tweak one of our own so you can call it 'Yours'.

Email crowleyshotsauce@gmail.com and open up the discussion.

Wholesale Account Terms

We request the first order to be paid prior to shipment. Additional orders are able to be placed on account after approval. Retailers wishing to purchase products at wholesale prices are subject to 7 day payment terms, unless other terms are agreed to.

Payment can be made by either of the below options, details of which are contained in each invoice

Cash | Cheque | Bank Deposit

A sincere thank you for considering our product

If there are any questions, please don't hesitate to contact us. If you are still interested in becoming a retailer or a caterer wishing to use our products in your kitchen, please email crowleyshotsauce@gmail.com and we will send you a retailer application form.

OR – To Register and start ordering straight away, please head to www.crowleyswholesale.com

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Unit 7 / 27 Lake Albert Road, Wagga Wagga, NSW, 2650

Postal Address : PO BOX 5034, Wagga Wagga BC, NSW, 2650

<http://www.crowleyshotauce.com.au>

<http://www.facebook.com/CrowleysHotSauce>

SALES, MANUFACTURING, RESEARCH AND DESIGN

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