

**ALL NATURAL AWARD WINNING
ARTISAN GOURMET HOT SAUCES**

HELLFIRE

HOT SAUCE



PRODUCT CATALOG

HELLFIRE HOT SAUCE

HELLFIRE HOT SAUCE INC. WAS ESTABLISHED IN 2009 BY DIANA (THE "SAUCERESS") AND MERLE (THE "CHILIMASTER") IN LAKE GENEVA, WISCONSIN. THE COMPANY WAS STARTED TO SHARE THEIR LOVE OF THE FRESH CHILES THEY GREW WITH THE REST OF THE WORLD. THE FOCUS WAS ON CREATING ALL NATURAL SAUCES THAT WOULD PROVIDE THE EXTREME HEAT AND FLAVOR THAT CHILEHEADS CRAVED WITHOUT THE NEED FOR PEPPER EXTRACTS. THE CHILIMASTER HAS BEEN GROWING PEPPERS FOR OVER THIRTY YEARS AND USES HIS EXPERIENCE IN COMBINING DIFFERENT CHILE PROFILES AND OTHER NATURAL INGREDIENTS TO CREATE FLAVORFUL AND UNIQUE SAUCES THAT PROVIDE CHILEHEADS WITH ALL THE HEAT THEY NEED AND ALL THE FLAVOR THEY WANT. AT HELLFIRE THE MOTTO IS "SETTING THE WORLD ON FIRE WITH FLAVOR ONE BOTTLE AT A TIME!"

AS WELL AS THEIR SAUCES BEING ALL NATURAL THEY SOURCE THEIR PEPPERS FROM ORGANIC GROWERS WHO USE VERY LITTLE OR NO SALT IN THEIR PEPPER MASHES, THUS THEY HAVE LOWERED THE SODIUM LEVELS IN ALL OF THEIR SAUCES. FEATURED IN MEN'S FITNESS MAGAZINE AS ONE OF THE HEALTHIEST HOT SAUCES ON THE MARKET. THEY ALSO HAVE TAKEN IT A STEP FURTHER BY CREATING SAUCES UTILIZING VARIOUS INGREDIENTS INCLUDING MANGOES, PINEAPPLES, PAPAYAS, WATERMELON, PRICKLY PEAR CACTUS, MANDARIN ORANGES, PEACHES, PEARS, APPLES, VANILLA BEANS, CHOCOLATE, GINGER, BEETS, TOMATILLOS, SUN DRIED TOMATOES, RED THAI CURRY AND OTHER SPICES. THEY HAVE INFUSED SOME OF THEIR SAUCES WITH LIQUORS SUCH AS CARIBBEAN SPICED RUM, CINNAMON WHISKY AND BOURBON. THEY ALSO HAVE A LINEUP OF SPICE RUBS RANGING FROM MILD TO XXX HOT, FEATURING HATCH, BHUT JOLOKIA, TRINIDAD SCORPION AND CAROLINA REAPER CHILE POWDERS.

MERLE AND DIANA HAD BEEN GROWING AND COOKING WITH FRESH HEIRLOOM TOMATOES, SUPERHOT PEPPERS, VEGETABLES, HERBS AND SPICES AND SHARING THEM WITH FAMILY, FRIENDS AND COWORKERS FOR MANY YEARS PRIOR TO STARTING THE COMPANY. HELLFIRE HOT SAUCE COMPANY WAS LAUNCHED WITH THE INTENT OF SHARING THE ALL NATURAL HEAT AND FLAVORS THEY HAD ENJOYED FOR SO MANY YEARS WITH THE REST OF THE WORLD!

THEY KNEW OTHER PEOPLE ALSO ENJOYED THEIR SAUCES AFTER WINNING THE COVETED LENNY AWARD IN 2010 FOR THE REVIEWERS PRODUCT LINE OF THE YEAR. THEN MANY AWARDS FROM VARIOUS HOT SAUCE FESTIVALS ACROSS THE COUNTRY FOR THEIR SAUCES. INCLUDING THE NYC HOT SAUCE EXPO, THE SCOVIE AWARDS, THE FIERY FOOD CHALLENGE, THE WORLD HOT SAUCE AWARDS, THE LOUISIANA HOT SAUCE FESTIVAL, CAJUN HOT SAUCE FESTIVAL, HOUSTON HOT SAUCE FESTIVAL, THE INTERNATIONAL FLAVOR AWARDS, THE HOT PEPPERS AWARDS AND CHILE PEPPER MAGAZINE. THEY HAVE ALSO BEEN FEATURED IN MAXIM MAGAZINE, BON APPETIT MAGAZINE, "TOP ELEVEN SAUCES" GEARPATROL.COM, MAXIM.COM, MEN'S FITNESS MAGAZINE, THE TODAY SHOW, CHILE PEPPER MAGAZINE, THE COOKING CHANNEL, THE LIST, THE THRILLIST, TAILGATER MAGAZINE, HUFFINGTON POST AND NUMEROUS NEWSCASTS, NEWSPAPERS AND BLOGS.

ANOTHER PASSION AT HELLFIRE WAS TO COMBINE HOT SAUCE WITH ART. BEING HUGE COLLECTORS THEMSELVES THEY SET OUT TO CREATE THE COOLEST HOT SAUCE COLLECTIBLES IN THE WORLD. STARTING OUT IN 2009 USING A LOCAL ARTIST STEVE BATSON AND IN 2011 COLLABORATING WORLD RENOWN ARTIST AND SCULPTOR DAN NORTON. HELLFIRE COLLECTIBLE ART BOTTLES HAVE BECOME WORLD FAMOUS AND COLLECTED ON 5 CONTINENTS. THEY HAVE CREATED A HALLOWEEN HELL ART BOTTLE AND SAUCE EACH YEAR SINCE 2009 ALONG WITH A YEARLY PRESTIGE ART BOTTLE AND SPECIAL BOTTLES FOR VARIOUS NATIONAL HOT SAUCE AND ART SHOWS. THESE BOTTLES ARE ANTICIPATED BY DIEHARD COLLECTORS AND SELL OUT IN MINUTES AFTER RELEASE AND ARE HIGHLY SOUGHT OUT ON THE SECONDARY MARKET.

HELLFIRE HAS ALSO TEAMED UP WITH THE EXTREMELY TALENTED GRAPHIC ARTIST BUDDY SYPECK TO CREATE THE COOLEST LABELS, POSTERS, T-SHIRTS, BANNERS AND WEBSITE IN THE INDUSTRY. THE WEBSITE HAS WON TWO FIRST PLACE AWARDS INCLUDING A SCOVIE. HELLFIRE HOT SAUCE HAS BEEN REFERRED TO AS THE IRON MAIDEN OF HOT SAUCE. THEIR GOAL IS NOT ONLY TO BRING AMAZING SAUCES TO THE WORLD BUT GREAT ART THAT EVERY CHILEHEAD CAN ENJOY AND SHARE WITH THEIR FRIENDS!

BOTH THE SAUCES AND COLLECTIBLE BOTTLES HAVE RECEIVED FANTASTIC REVIEWS FROM THE CRITICS, CUSTOMERS AND CHILEHEADS AROUND THE WORLD. HELLFIRE HOT SAUCE CURRENTLY HAS MAJOR DISTRIBUTION IN NOT ONLY THE USA BUT CANADA, SWITZERLAND, EUROPE AND AUSTRALIA. AT HELLFIRE, DIANA & MERLE FEEL THAT THEY HAVE JUST BEGUN THE JOURNEY AND PLAN TO CONTINUE TO BRING ARTISAN HOT SAUCES AND COLLECTIBLES TO NEW LEVELS!!!

CHILIMASTER'S

PRIVATE RESERVE BOURBON INFUSED CHIPOTLE



THIS AWARD WINNING PRIVATE RESERVE SAUCE COMBINES BOURBON INFUSED CHIPOTLE AND SMOKED HABANERO PEPPERS WITH A CORNUCOPPIA OF DELICIOUS FRUITS AND SPICES TO CREATE A SMOKEY SWEET HOT SAUCE THAT CAN BE USED AS A MARINADE, DIPPING SAUCE, FINISHING SAUCE OR EVEN A SPICY BBQ SAUCE! THIS SAUCE IS ALL ABOUT FLAVOR SO POUR IT ON AND ENJOY!

HEAT LEVEL 3/10



THIS IS OUR FAMOUS AWARD WINNING PRIVATE RESERVE GOURMET SAUCE. FEATURING RED JALAPENOS, CAYENNE AND ANAHEIM CHILES ALONG WITH SUN DRIED TOMATOES, GARLIC, TOMATILLOS, CILANTRO, BROWN SUGAR, LEMON, LIME, BALSAMIC VINEGAR, BURGUNDY COOKING WINE AND SPICES. A VERY RICH AND FLAVORFUL RED SAUCE. ORIGINALLY CREATED IN 2009 THIS SAUCE IS OUR MILDEST SAUCE IN THE LINE UP AND A PERENNIAL FAVORITE. THIS SAUCE HAS A COMBINATION OF PEPPERS AND SPICES THAT GOES GREAT ON EVERYTHING. THIS WILL BECOME YOU NEW "GO TO" SAUCE.

HEAT LEVEL 2/10



GOURMET GREEN IS OUR MULTI AWARD WINNING VERDE SAUCE. FEATURED IN MEN'S FITNESS MAGAZINE AS ONE OF THE HEALTHIEST HOT SAUCES ON THE MARKET. FEATURING ORGANICALLY GROWN FIRE ROASTED JALAPENO PEPPERS AS WELL AS THE CAROLINA REAPER, 7-POT, TRINIDAD SCORPION AND BHUT JOLOHIA PEPPERS. ROASTED GARLIC, SCALLIONS, TOMATILLOS, CILANTRO AND GRANNY SMITH APPLES ROUND IT OUT TO MAKE THIS AN INCREDIBLY TASTY VERDE SAUCE.

HEAT LEVEL 3/10

DEVILS GOLD

DEVIL'S GOLD OUR MOST AWARDED SAUCE COMBINES THE FOUR HOTTEST YELLOW SUPERHOT PEPPERS KNOWN TO MAN WITH THE SWEETEST EXOTIC FRUITS TO DELIVER AN ABSOLUTELY AMAZING SWEET HEAT. TRUE LIQUID GOLD. BUT DON'T BE FOOLED BY THE SWEETNESS AS IT HAS QUITE A KICK! THIS SAUCE IS AMAZING ON TACOS, CHICKEN, PORK, HAWAIIAN STYLE PIZZA AND EVEN ON DESSERTS AND ICE CREAM!

HEAT LEVEL IS 4/10



BLUEBERRY HELL

BLUEBERRY HELL IS A MULTI AWARD WINNING HOT SAUCE, FEATURING THE ULTIMATE SUPERFRUIT "THE BLUEBERRY" AND CREATED WITH A SPECIAL BLEND OF HOT AND SUPERHOT PEPPERS INCLUDING THE CAROLINA REAPER, FRUIT AND HONEY TO CREATE A FANTASTIC BALANCE OF SWEET AND HEAT!

THIS SAUCE TASTES GREAT ON JUST ABOUT ANYTHING INCLUDING ICE CREAM! DON'T BE FOOLED BY THE SWEETNESS OF THE BLUEBERRIES AS YOU'LL "FEEL THE HEAT" WITH THIS SAUCE.

HEAT LEVEL IS 5/10



5 FL OZ. (148ML)

ZOMBIE SNOT

Zombie Snot is our answer to a chilehead salsa verde green sauce. This insanely fresh & tasty sauce is amped up using green superhots including the Carolina Reaper, Trinidad & Moruga Scorpions and Bhut Jolokia rounded out with the delicious flavor of the Jalapeno and Seranno peppers, roasted garlic, Granny Smith Apples, Tomatillos, Cilantro, Scallions and Lime Juice. Considered one of our milder sauces this still packs a punch! Not just another green salsa verde sauce. Enjoy the amazing fresh flavor of this sauce on virtually anything.

HEAT LEVEL IS 5/10



PURE HELL



PURE HELL, ANOTHER MULTI AWARD WINNING SAUCE IS AN AMAZINGLY HOT AND FLAVORFUL SAUCE. ALL NATURAL WITH PLENTY OF HEAT AND TONS OF FLAVOR. FROM OUR ORIGINAL LINE UP AND A CONSISTENT BEST SELLER. THIS SAUCE IS LOADED WITH PEPPERS INCLUDING BHUT JOLOKIA, RED 7-POT, RED HABANERO, TRINIDAD SCORPION, RED CAYENNE, RED JALAPENO AND ORANGE HABANEROS. PROVIDING A MOST THOROUGH AND COMPLETE BURN. BUT IT ALSO HAS PLENTY OF FLAVOR FROM THE GARLIC, ONIONS, SUN DRIED TOMATOES, CURRY, CORRIANDER, LEMON, LIME, POMEGRANITE VINEGAR AND SEA SALT! A CLASSIC!

HEAT LEVEL IS 6/10

HELLFIRE
HOT SAUCE



PURE HELL

5 FL OZ. (148ML)

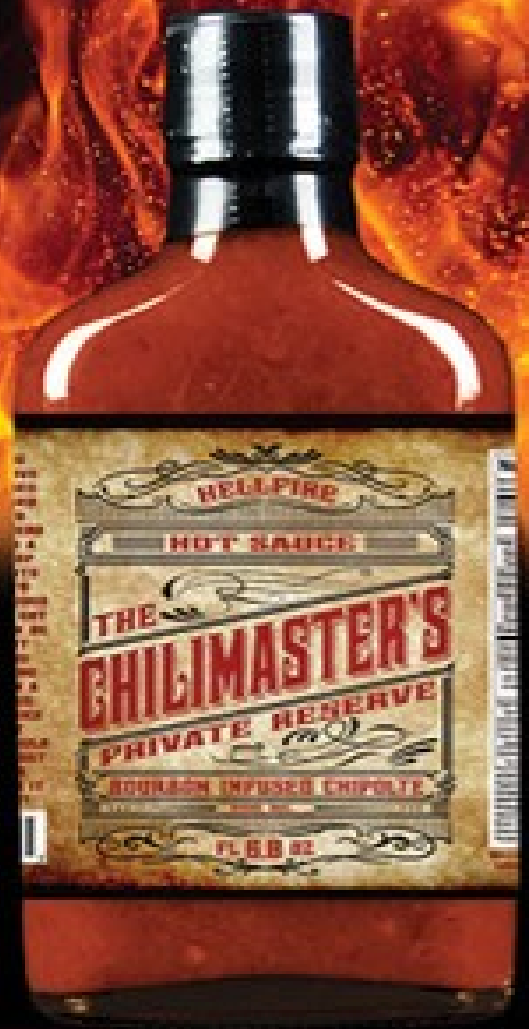
HELLFIRE

HOT SAUCE



AWARD WINNING ALL NATURAL

**THE CHOICE OF
CHILEHEADS
AROUND THE WORLD**



RURAL ARTISAN HOT SAUCES

THE ELIXIR



The Elixir is a multi award winning sweet and hot Caribbean style sauce. Winning 1st place at the NYC Hot Sauce Expo for best fruit based hot sauce. This sauce is delicious on seafood, chicken, steak, pork, tacos or anything else you want to add some sweet heat to. Featuring orange habaneros, moruga scorpions and 7 pot peppers to bring the heat and mangos, pappayas, pineapples, mandarin oranges, peaches, Caribbean spiced rum, brown sugar, vanilla, allspice, cinnamon, cloves, ginger and other spices to bring the flavor and sweetness to the mix. This is a must try sauce. It will make the ordinary taste extraordinary! Caution this sauce may be addictive!

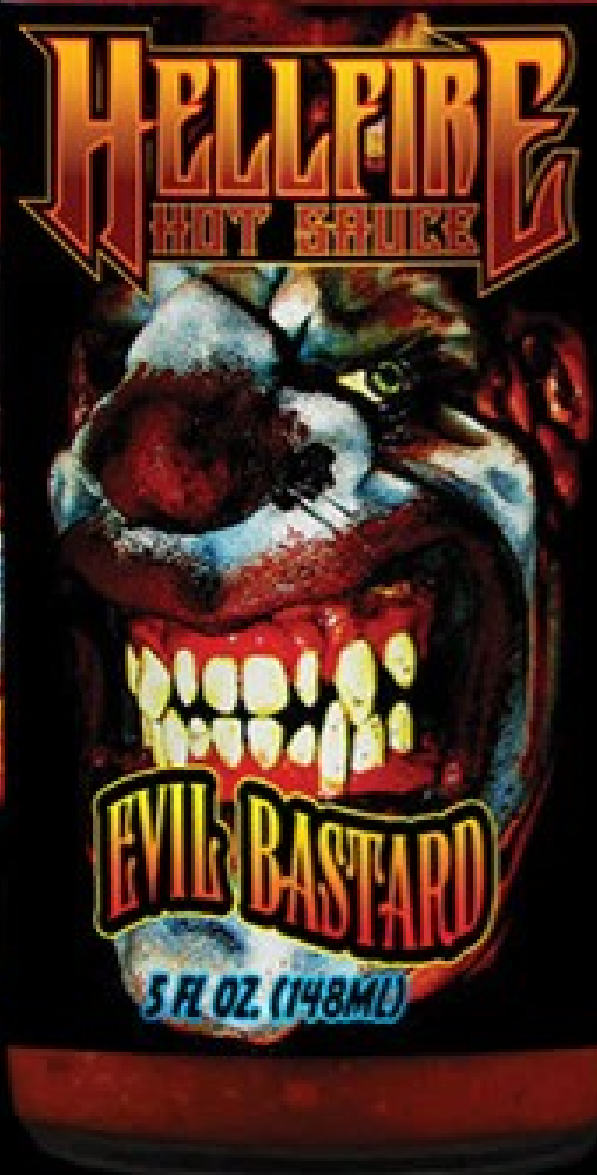
HEAT LEVEL IS 6/10

EVIL BASTARD



EVIL BASTARD IS AN AMAZING ALL NATURAL SMOKY SUPERHOT SAUCE. INGREDIENTS INCLUDE SMOKED GHOST PEPPERS, PRIMO 7-POT PEPPERS, SCORPION PEPPERS, JACK DANIELS FIRE WHISKY, RED THAI CURRY, BLACK PEPPER, CUMIN AND SUN DRIED TOMATOES! VERY HOT AND VERY TASTY! YOU WILL ENJOY THIS SAUCE ON ANYTHING

HEAT LEVEL IS 8/10



FIRST BLOOD

FIRST BLOOD FEATURES THE FRESH ALL NATURAL FLAVOR OF THE FINEST SUPERHOT PEPPERS AVAILABLE WITH NO ADDED VINEGAR. IT HAS A VERY HIGH PEPPER CONTENT MAKING IT A SUPER THICK SAUCE. LIKE BOTTLED SUPERHOTS PICKED FRESH FROM THE GARDEN. ONE OF OUR PERSONAL FAVORITES DUE TO THE STRAIGHT UP FLAVORS OF THE PEPPERS INCLUDING TRINIDAD SCORPIONS, PRIMO 7-POT, BHUT JOLOKIA AND RED SAVINA PEPPERS. WE ALSO ADDED SUNDRIED TOMATOES, GARLIC, SEA SALT AND A TOUCH OF CUMIN AND LEMON JUICE. THIS SAUCE TASTES GREAT ON JUST ABOUT ANYTHING. ESPECIALLY GOOD ON ITALIAN DISHES.

THIS ALL NATURAL SAUCE IS EXTREMELY HOT.

HEAT LEVEL IS 9/10



FEAR THIS!

FEATURING THE CAROLINA REAPER

FEAR THIS! AS FEATURED IN MAXIM MAGAZINE AND VOTED 1ST PLACE XXXHOT AT THE NYC HOT SAUCE EXPO. THIS AMAZING MULTI AWARD WINNING REAPER SAUCE FEATURES THE FRESH AND ALL NATURAL FLAVOR OF THE HOTTEST PEPPER IN THE WORLD. EVEN HOTTER THAN THE GHOST OR SCORPION PEPPERS. THE CAROLINA REAPER IS THE NEW REIGNING CHAMPION AVERAGING A BLISTERING 1.58 MILLION SCOVILLE UNITS OF HEAT WITH PEAKS AT 2.2 MILLION! WITH A PEPPER MASH CONTENT OF OVER 60% WE HAVE ALSO ADDED ONIONS, GARLIC, SUNDRIED TOMATOES, TOMATILLOS, CILANTRO, LEMON, LIME, GINGER AND OTHER SPICES TO BRING AWESOME FLAVOR TO THE INCREDIBLE HEAT OF THE REAPER. NEEDLESS TO SAY THIS ALL NATURAL SAUCE IS EXTREMELY HOT! USE CAUTION AND ENJOY THE BURN!

HEAT LEVEL 10/10



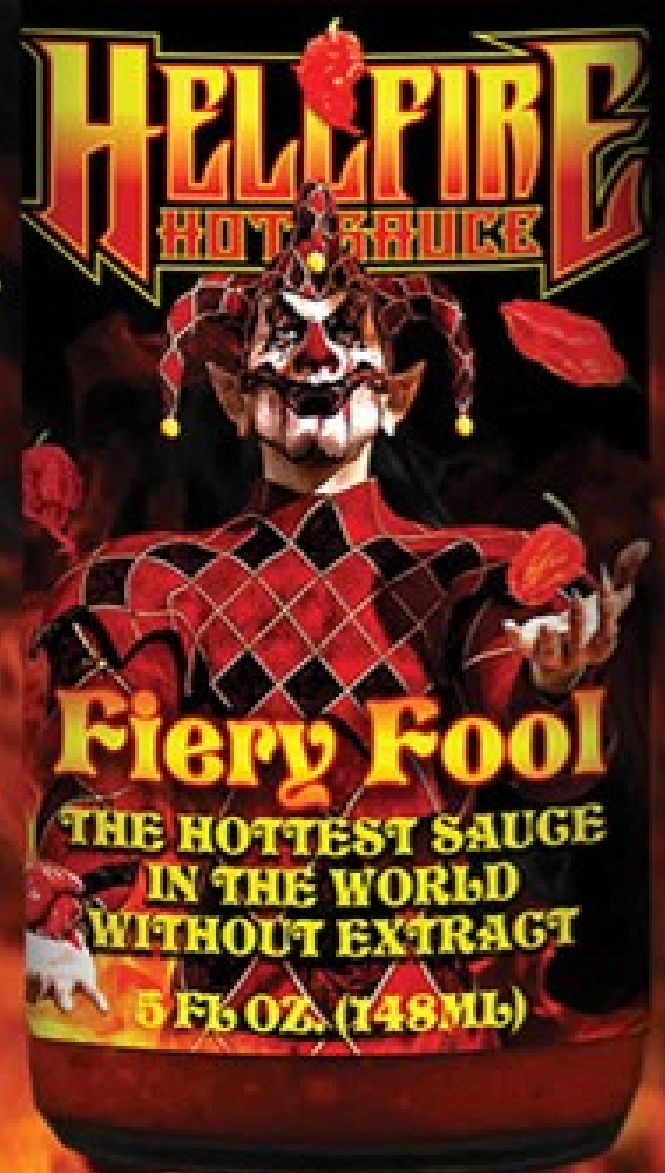
Fiery Fool

THE HOTTEST SAUCE IN THE
WORLD WITHOUT EXTRACT



THIS IS OUR HOTTEST ALL NATURAL SAUCE!
THIS SUPERHOT SAUCE CONTAINS A PURE
MASH RATIO OF OVER 80% OF THE HOTTEST
AND MOST DELICIOUS PEPPERS IN THE WORLD.
THE 7-POT PRIMO, GAROLINA REAPER,
TRINIDAD SCORPION AND THE GHOST PEPPER.
COMPLEMENTED WITH SUN DRIED TOMATOES,
GARLIC, SEA SALT AND A SPLASH OF LEMON
JUICE. THIS SAUCE HAS A DELICIOUS
SUPERHOT FLAVOR AND GOES WELL ON
ANYTHING YOU WANT TO ADD SOME EXTRA
HEAT TO. THIS IS A FULL 5 OZ BOTTLE OF
SUPERHOT GOODNESS.
VERY HOT! USE GAUTION AND ENJOY!

HEAT LEVEL 10/10

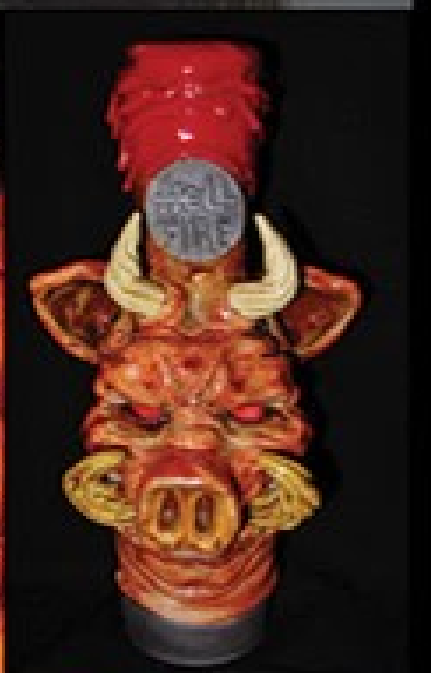


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FIRE AND ART



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THECHILIMASTER