

Spice up your life

Put some colour, flavour and fire in your mealtimes with the delicious rubs and sauces from FireFly

What started off as a hobby for Manchester-based foodies Sharon-Anne and Noel, quickly became a successful business venture that has changed the lives of barbecue fans across the country. From moreish marinades and spicy sauces to delicious flavour enhancing rubs, FireFly offers something for everyone at mealtimes.

Priding themselves on using only the freshest ingredients to create products that are not only family-friendly but also safe for those with gluten, nut and dairy allergies, Sharon-Anne and Noel are committed to producing the highest quality goods for their customers.

'As there are only two of us who work at FireFly, we know exactly what has gone into each product,' says Sharon-Anne. 'We buy in small batches, produce in small batches and have strict specifications, ensuring the highest standards of quality and freshness are met. We use real Italian tomatoes in our passata which give a better flavour than tomato paste bought in bulk from China, that's mixed with water.'

'We buy all the ingredients we use locally (tomatoes aside), manufacture all our products and also package them ourselves. This way we can ensure we have an unbroken production chain from start to finish.'



Marinades can slip off during cooking but FireFly rubs cling to the meat for intense flavour

Some of FireFly's Barbecue range, where taste and flavour come first



A taste of America

The couple host endless parties – not surprisingly barbecue food is always involved – and thrive on discovering new flavours. So they looked to America to fill the gap in the sauce and rub market. 'We did our research and discovered each US region has its own style and flavour.'

From the spicy taste of Texas to the smoky hit of Kansas, the rich sweet flavours of Memphis to the sharp vinegar tang of South Carolina, each was as distinctive as they were stunning,' says Sharon-Anne. 'And these wonderful flavours are what we wanted our customers to have.'

Family focus

Making something the whole family can enjoy was high on FireFly's list of priorities. Often, children miss out when barbecue food is served, for fear of the ingredients being either too hot or too 'grown-up' for little mouths.

However, FireFly's sauces and rubs come in a variety of strengths, and focus on enhancing the flavours of the ingredients, not drowning them.

'We're proud of the distinct flavours of our products and we've had a young taste tester in our daughter, Elizabeth, now 14, for the past few years,' says Sharon-Anne. 'She's told us if something's been too spicy and whether the "mild" version will suffice.' Different chillies offer different levels of spiciness and flavour, and certain sauces and rubs go better with different meats, poultry, fish and vegetables. Yes, even veggies can enjoy FireFly's delights.'

Talking turkey

During the run up to Christmas Day, or on Boxing Day and beyond, most households have leftover turkey at this time of year. The answer? Make beer-butt turkey (placing the turkey cavity, legs down, on top of a can of beer) or pulled turkey leg – your guests will thank you for it.

'Pulled turkey leg is made in the same way you'd cook pulled pork,' says Sharon-Anne. 'It's a fraction of the price of pork and, when teamed with our Classic rub and yogurt, you get turkey Tandoori style. It's fantastic.'

Hearing Americans praise our sauces is the ultimate compliment

In fact, the lack of warm weather aside, you can enjoy FireFly's sauces and rubs – and fresh ingredients in the form of pink Himalayan salt and smoked paprika (actually smoked by Noel himself), to name but a couple, which are also available from FireFly – over anything for most meals. Going Christmas shopping for the day? Don't worry. Coat your chosen meat or veg in a rub of your choice and make a casserole for when you get back home. The Peruvian Rocoto Chilli Jam is also a favourite addition to a chicken stir fry, while the Peruvian Amarillo Chilli Sauce makes for a great alternative to mayo – with a subtle kick.

Tickle your taste buds

While many sauce brands claim to liven up your ribs, FireFly sticks to its word. 'So many marinades slip off when your ribs are cooking and end up in a burned pile in the corner of your barbecue, but our rubs cling to the meat and deliver exactly what we promise – intense flavour,' says

Sharon-Anne. You can even use FireFly's Texas Spicy Tomato BBQ Sauce and Kansas Sweet and Spicy BBQ Sauce as dipping sauces for potato wedges and fries. Slap it on your spare ribs, whack it on your chicken wings, dip your chips in it. Everyone who's tried FireFly's products goes on to rave about them.

FireFly rubs – with the authentic tastes of America



'The feedback makes our day,' admits Sharon-Anne. 'Hearing Americans saying our sauces and rubs have a taste that's as authentic as it is "back home", is the ultimate compliment as far as we're concerned.'

FOR MORE INFORMATION

Call 01457 854891

Visit www.fireflybbq.eu

Stock is also available from www.amazon.co.uk



Whatever you cook, FireFly's range of sauces and rubs make all the difference

