



The Award Winning
Chilli Mash Company

Company Profile

Mashes & Purees // Jams & Sauces
// Pickles & Chutneys // Fresh Produce
// Vegan Alternatives // Chilli Oil & Dried Chilli

CHILLI MASH CO.
FERMENTS & PUREES - SAUCES - JAMS - SALTS - OILS



Who are we?

A brief introduction



Chilli Mash Company is the multi-award winning purveyor of all things spicy. We specialise in chilli as a raw ingredient, condiment, and dry spice.

Formed in 2016, Chilli Mash Company was born from a partnership between two existing chilli sauce companies. We aspire to be the largest independent, UK headquartered producer of fresh chilli, chilli mashes and purees, condiments, and dry spices.

Our products provide everything from mind-blowing heat to mouth-watering flavour.

By specialising in chilli, we can keep our fingers on the pulse of the 'hottest' products on the market. Our innovative approach has won regional and national awards in 2019 and 2021.

Alongside the other areas of our business, Chilli Mash Company is the reputable manufacturing partner to many chilli sauce producers, condiment businesses and restaurants.

The key to our business success is our diverse, creative, and inclusive team we can trust implicitly to deliver the highest production standard.



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OUR Product Range

We produce a range of products from our factory in the UK and our production facility and farm in Rwanda. Alongside the products that we make ourselves, we are also a distributor for a diverse collection of Rwandan companies.

Coupled with this, each country we operate in has a fresh produce department with products spanning from fresh chilli to green beans.



Our Core Condiments



Our Carolina Reaper Puree is made from the world's hottest chilli, making it one of our best selling products.

Jams & Sauces

With a passion for creating unique products from our chillies, we've developed a range of over 20 flavours. Our flavour library includes versatile ketchups, hot sauces and jams, to name just a few categories. These sauces have featured in marketing campaigns for prestigious customers, including Royal Mail.

We aspire to make boring food brilliant where taste is empowered by chilli heat. Each product must have a unique flavour and a spice level to delicately match its savour.

As our consumers have a continual desire for hotter and hotter products, we have created an entire range based on the world's hottest chilli - the Carolina Reaper. The uniqueness of our ability to grow large quantities of any chilli at scale has meant that we've been able to keep up with the growing demand for this product line.

The unique combination of being able to produce sauce at scale, but at the same time being able to turn new ideas on very quickly, has meant that we've been able to captivate trend-driven audiences time after time. A great example of this is our Naga Sriracha Keychain, which we brought into life in under two weeks. At the time, the only alternative products were empty keychain bottles; this gave us the edge over all our competition.

We continually monitor new trends to make sure that we retain our leading competitive edge.



Lactobacillus fermentum:

A bacterial species with potential for food preservation.

Our Chilli Mash

As our name implies, we manufacture some of the UK's finest chilli mashes using techniques we've been perfecting for over seven years.

We formed Chilli Mash Company specifically to provide a high-quality source of chilli mashes and purees to the sauce manufacturing industry. We're currently the only producer of British chilli mash at scale.

As seen in the photos, we produce a high-quality product that smells, tastes, and looks appetising using traditional barrel fermentation techniques and pasteurisation.

Until our inception in 2016, the only chilli mashes readily available on the UK market all had unwanted ingredients. They were high-in-salt (14% or more) and laced with harsh acetic acid (An artificial, concentrated sub-component of natural vinegar (<4%) - otherwise known as ethanoic acid, E260).

Our mashes are unapologetically simple. We use three ingredients only - the chilli itself (which is 87% of the finished product), Cider Vinegar (Which is made bespoke for us at a local cider farm and contains no added sulphites) and salt (never more than 5%). Our current process uses the lowest salt percentages practical and minimal quantities of high-

quality locally produced Hampshire cider vinegar.

Most of our mashes and purees begin life as a simple fermentation. This process produces natural acidity reducing the requirement to add harsh acids to lower the PH.

In late 2020 we moved the processing of our raw chilli to our facility in Kigali, Rwanda. We can harvest the chilli and mash it down the same day by doing this. For the first few weeks, we keep the chilli in barrels in Kigali, and then once the fermentation has settled down, the barrels are sent to the UK for processing.

Once in the UK, we pasteurise the mash, add the cider vinegar and pack it into smaller buckets before sending it to our clients. The pasteurisation prevents the fermentation from continuing. Our mashes have a proven two years shelf life after pasteurisation.

Our core offerings (available 365 days per year) are Scotch Bonnet Chilli Mash (Our signature product), Red Chilli Mash, Green Chilli Mash and Birds Eye Chilli Mash. Usually, we offer these mashes pasteurised as purees for shelf life. However, if you require an unpasteurised product, please get in touch.

Fresh Chilli

As of spring 2022, we've cemented ourselves as one of the UK's largest growers and importers of our fresh chilli crop.

Initially, we bought fresh chilli from local farmers. By 2018 however, the volume and variety of chilli types we required were vast. The only way to keep expanding was to grow the chilli ourselves.

As of spring 2022, we've cemented ourselves as one of the UK's largest growers and importers of our fresh chilli crop. We grow chilli in Rwanda, the UK, and Spain. Our growing programme works directly and through exclusive partnerships with other farms. Because we control

our growing process all year round, no matter what volume of chilli you require, we can provide a consistent supply from the same seed stock. We offer a wide range of varieties and heat levels.

On top of this, controlling our ingredient production to this detail for our manufacturing process means that we are 100% sure of delivering consistency of heat and flavour every single time.

With this exacting standard comes

both reliable produce and also full traceability.

Coupled with this, we also maintain a high level of customer service with speedy responses to all enquiries. We do regular Scoville (heat level) testing of our chillies to ensure that the heat levels align with those universally expected.

“Great products, swift delivery. I've been making hot sauces with the fresh Scotch Bonnet & Habaneros and they're fantastic.”

Richard, West Midlands



Contract Chilli Growing

Whether you require a variety of chilli that we already produce or you have a specific type you would like us to grow, we can provide a service to match your requirement.

We grow 20 varieties of chilli all year round and can scale the volume we produce up or down to meet your requirements. The most notable of these varieties are Scotch Bonnet (Red and Yellow), Red Bird Eye, Jalapeno and Cayenne (For a complete list, visit our website).

If you require a variety which we don't grow currently, please get in touch to discuss your requirements.



We use a range of growing techniques to provide perfect results, no matter which environment we are growing in.



OTHER PRODUCTS WE PRODUCE

Oils

One of the products we produce that sets us ahead of the rest are our two-part chilli oils. A trend that emerged in the mid-2010s is chilli oil which is half bits and half oil. Over the years, we've developed many products within this sub-range from Asian style to South American (ala chimichurri). Our production line has purpose-designed with this in mind, making it one of a kind in the UK.

Pickles & Chutneys

Our experience in the development of chutney's and pickles is vast. Having previously created the Royal Navy's range of pickles and chutneys, creating our flavours came naturally. In 2017 a Bangladeshi friend 'loaned' us a family

recipe that became our Naga Pickle after a few rounds of development. Spurred by its popularity, we released our slightly milder but equally flavourful Scotch Bonnet pickle, which is delightful when spicing up Indian or Bangladeshi cuisine. Over the years, we've made many sweet onion chutneys for prestigious clients, so in 2021 we decided to release our spin, infused, of course, Carolina Reaper.

Vegan Alternatives

In late 2017 we noticed a niche in the market to provide vegans and vegetarians with replacement sauces that emulated traditional non-vegetarian flavours. Our first product, a vegan fish

sauce (VFish), was born when a manufacturing client requested that we add fish sauce to their recipe. Wanting to keep our production facility vegan, we developed a fishless fish sauce using flavours that emulate fish flavour. Shortly after this, another customer had Worcestershire Sauce in their recipe - oblivious that it contained fermented anchovies. As experts in fermentation, we created a fermented anchovy free Worcestershire sauce called VWorcs. Finally, we made a vegan plant-based mayonnaise called VMayo. Our Vmayo uses rapeseed oil and the traditional vegan ingredients of regular mayo homogenised by plant-based thickeners. These products are available in various sizes for retail, catering and manufacturing.

We've developed several vegan alternative products so that those living a plant-based life can still enjoy their favourite condiments.



Rwanda produce of

Since 2016, Chilli Mash Company has rapidly expanded its portfolio with a whole range of Rwandan produce. Our regional offering has expanded with a permanent base in Kigali and a production facility in Bugesera. Regular flights now connect Kigali to most of the world, enabling us to offer Tea, Coffee, Fresh Produce, Cassava Flour & Leaves, Chilli Oil, and more.

Our coffee comes from a single ethical coffee estate in the South East of Rwanda. Trained local farmers pick the crop at precisely the right time for the perfect harvest. After pulping and fermentation, our coffee is hulled, polished and roasted. After roasting, each batch is brewed and tested to ensure it meets our exacting standards. From 8kg of coffee cherries, we produce just 1kg of roasted coffee.

We've named our coffee brand Imisozi which means Mountain in Kinyarwanda. Our coffee is a pure Bourbon Arabica coffee. One of the

most famous coffee varieties, its flavour: Chocolatey undertones, light fruity notes combined for a deep, yet buttery medium roast.

Coffee grows its best at high altitudes but out of risk of frost. Rwanda's fertile, warm, mountainous landscape and volcanic soil provides the perfect coffee growing haven.

Tea

We are also a distributor for Rwanda Mountain Tea, a delicious mouth-watering teas brand.

With blends of the finest teas from the

mountainous northwest of Rwanda, each tea can be refreshing served with milk and sugar, or simply taken black. Rwanda Mountain Tea produce smooth drinking black teas as well as ginger tea and green teas. They are simply a pleasure to drink.

Grown on Rwanda's fertile volcanic soil. Cool temperatures and plentiful rain help an abundant harvest. Hand sorted so that only the highest quality tea leaves are processed.

Nootri

Alongside tea, we can also provide Nootri, a collection of 8 different



Rwandan made traditional African porridges. Each porridge nourishes parts of the immune system or naturally boosts vitamin levels without supplements. These porridges provide additional sustenance through their unique formulation based on the popular flavours of sorghum, millet, maize, and whole wheat.

Cassava Flour

Another Rwandan product we are a distributor for is Kinazi Cassava Flour. Cassava Flour is a naturally gluten-free flour extracted from the root of the cassava plant. Its traditional uses include making fufu, ubugali (ugali) and other traditional African dishes.

Delicate by nature, it makes for the perfect baking flour; one can use cassava flour to substitute regular flour for those suffering from coeliac and gluten-related allergies.

Dried Chillies & Powders

We can also offer dried African Birds Eye and Cayenne chillies produced and packed in Rwanda. This offering

includes the options of chilli flakes and powder. The Birds Eye is a hot chilli, whereas the Cayenne are a milder species. These products are available at scale for both onward retail or in bulk packaging for use within the food production industry.

Fresh Rwandan Produce

As well as our fresh Rwandan chilli offering and dried produce, we can also provide fresh mango, papaya, avocado, green bananas, sweet potatoes, passion fruit, sugar cane and green beans.



“We are a family of coffee drinkers, each with individual preferences, but this has a well-balanced flavour that suits us all. Creamy and nutty with no hint of bitterness.”



End to end
product
development
and white label
manufacturing
facilities will
bring your ideas
to life...

Our Services

At Chilli Mash Company, we have adapted our services to match our expertise taking advantage of our strengths to increase our portfolio of offerings.

White Label Products

We offer our current product range

to white label, with label templates customisable to your needs. Whether you want 100 bottles of sauce custom labelled for wedding favours or 150 buckets of sauce a month for your pizza restaurant, our white label service is scalable to your requirement.

Bespoke Condiment Manufacture

Our bespoke condiment manufacturing service is an end to end service which spans from new product recipe development to

product labelling advice.

Whether you have a complete production-ready recipe or simply an idea, our recipe development team will take you through all the necessary steps to make your product shelf-ready.

Our manufacturing kitchen has a fully automated production line to pack jars, bottles, jerry cans and buckets.

In need of advice on where to start? Our combined knowledge spans over

30 years of industry knowledge, so please get in touch if you aren't sure where to start.

Our manufacturing facilities

Based in Portsmouth, UK, Chilli Mash Company operates three sites, all close to each other.

Our factory (Unit 4) is a highly customised purpose-built facility, which we have constructed and expanded ourselves to suit the needs of our clients.

We run a modern production line with automated filling for all retail products.

We have four large cooking vessels which enable us to produce over 100,000 products per month.

Large ingredient stores keep wet, dry, and allergens separated. Our factory unit also has space to store pallets of glass for day to day use.

Our primary warehouse (Unit 1) houses finished products and reserve pallets

of glass. It also contains our bespoke temperature-controlled pack house where our fresh produce is delivered, sorted and packed for dispatch to our clients.

Unit 1 houses our shop where customers can purchase their favourite 'spicy pick-me-up'.

Another smaller warehouse space nearby contains spare kitchen equipment, cardboard gift packaging and maintenance tools.



LET'S STAY IN TOUCH



We would love to hear from you. At Chilli Mash Company we are open to considering all propositions. So if you've an idea you'd like to discuss, please don't hesitate to contact us.



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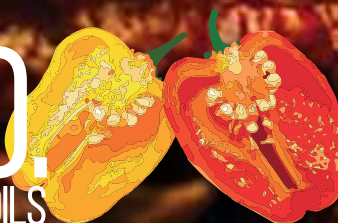
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“Chilli Mash Company understood flavour and were able to recreate our products perfectly and consistently, as well as finding ways to produce them more economically without compromising the quality of the product”

Emma R. Customer

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