



TRAPPEY'S[®] HOT SAUCES & PEPPERS



The Heat is On

Spicy menu options are ubiquitous. Now's the time to turn up the heat in your operation with hot sauces and peppers that ignite excitement, from dawn till dusk.

- **Heat Rises.** Hot sauce continues growing on menus with a 2% increase in entrees and sides featuring hot sauce from 2018 to 2019.¹
- **A Little or a Lot.** In 2019, 3% more operations offered hot sauce as an add-on for a customized experience than in 2018.¹
- **Fired-Up Protein.** Hot sauce is growing like wildfire across protein entrees, including eggs (+11%), pork (+7%), beef (+6%) and chicken (+2%).¹
- **Not-So-Secret Sauce.** The secret is out. Today's hot sauce category, beyond menus, is up by almost 10%.²

Why Trappey's[®] Sauces & Peppers?

- **Heritage.** Founded in Louisiana in 1898, the Trappey's[®] brand has been known for its knowledge of peppers for over 100 years.
- **More than heat.** Just the right balance of spicy, tart and smoky, made with no artificial colors* and with excellent aroma, color, and thickness.
- **Consistency.** Trappey's[®] sauces hit the spot for today's spice lovers with the perfect amount of heat every time.
- **Best sellers.** Trappey's[®] Red Devil™ Hot Sauces and Trappey's[®] Buffalo Wing Sauce, are key ingredients in some of America's best-selling wings and Cajun entrees.

- **Turning up the heat.** Trappey's[®] sauces deliver when it comes to the consumer's need for heat. 59% of consumers aged 18 to 34 (vs. 50% overall) prefer very spicy foods and, in particular, very spicy sauces, dips and condiments.³
- **Fresher & crisper peppers.** Trappey's[®] peppers offer never-cooked peppers, cold-packed in distilled vinegar to retain color, freshness, and crispiness.

1. Technomic Ignite Menu Q4 2018 vs. Q4 2019
 2. Nielsen 52 weeks ending 3/28/20
 3. Consumer Base: 1,700; 2019 Flavor Consumer Trend Report, Technomic, Inc.

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Menuing Suggestions



Spicy Chicken Wings



Hickory Chili Con Carne with Beans



Buffalo Veggie Tots



Breakfast

- Bold toppings for eggs and breakfast potatoes
- A wake-up call for handheld breakfasts like sandwiches, burritos, and tacos



Appetizers

- To fire up shareable appetizers like potato skins, nachos, fries, and more
- To provide the exact amount of firey spice all chicken wing lovers look for



Soups & Chilis

- A dash (or three!) of hot sauce to customize the spiciness of any soup or chili
- A sprinkling of peppers for fresh, crispy texture appeal



Lunch & Dinner

- As an authentic ingredient or topping for any type of cajun dish
- To add sizzle to meats, poultry, fish, or vegetarian proteins
- As a way to elevate sauces and dips with a little excitement

Item #	GTIN #	Pack/Size	Description	Heat Level
Trappey's® Red Devil™ Hot Sauces, Original Wing Sauce and Peppers*				
550833	10748159118333	4/1 Gallon	Red Devil™ Hot Sauce Original - Plastic	Hot
550733	10748159107450	4/1 Gallon	Red Devil™ Hot Sauce - Plastic	Medium
550730	40748159107307	24/6 oz	Red Devil™ Hot Sauce	Medium
550732	30748159107324	12/12 oz	Red Devil™ Hot Sauce	Medium
550736	30748159107362	12/32 oz	Red Devil™ Hot Sauce	Medium
550382	10748159103827	4/1 Gallon	Red Devil™ Wing Sauce - Plastic	Medium
550105	30748159401057	12/4.5 oz	Peppers in Vinegar	
550106	40748159401061	24/4.5 oz	Peppers in Vinegar	
Indi-Pep and Bull Louisiana Hot Sauces				
550516	10748159115165	4/1 Gallon	Indi-Pep Hot Sauce - Plastic	Medium w/ Spices
550444	10748159114441	4/1 Gallon	Bull Louisiana Hot Sauce - Plastic	Mild

*Products that contain no artificial colors.

Support

To learn more about our products and programs, contact your B&G Foods Away From Home representative. For additional information, visit bgfoodsawayfromhome.com, click Brands and then the Trappey's® logo.

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