



## NEWS INFORMATION

19<sup>th</sup> October 2011

### Fire Up Bonfire Night With An Extreme Chilli Sauce

For a seriously hot Bonfire Night this 5<sup>th</sup> November add a dash of **South Devon Chilli Farm's Extreme Bhut Jolokia Sauce** to your cooking. Used in your favourite chilli-con-carne or curry dish it is guaranteed to take away the predicted chill. The only thing it's going to be competing with in terms of how hot it is is the bonfire!

This Extreme sauce is for those who like really hot sauces. The sauce is made simply from Bhut Jolokia chillies, red peppers, cider vinegar, lemon juice and just a little salt. The flavour of the Bhut Jolokia is very similar to that of Habanero chillies. Add the sauce very sparingly to your creation, just a little at a time until you reach the desired level of heat. It is not recommended to be used as a condiment.

Discovered in 2000 in Assam in India, the World's hottest chilli - the Bhut Jolokia (pronounced 'Boot Jol-ok-ee-er') - was reported as being twice as hot as the previous record holder, the Red Savina Habanero. A trial was carried out in 2005 by the Chilli Pepper Institute (CPI) to convince people that this chilli was the new king. In this trial, the CPI measured the Bhut Jolokia at over one million Scoville Heat Units making it the hottest chilli ever by a considerable margin.

The South Devon Chilli Farm's Extreme Bhut Jolokia Sauce (100ml, £6.00) is widely available in delis and independent stores across the UK and is also available to buy online at [www.southdevonchillifarm.co.uk](http://www.southdevonchillifarm.co.uk). It was awarded gold in the 'Great Taste' awards 2010 and is hot enough to start a fire!

Also available in the Extreme range are the South Devon Chilli Farm's Extreme Bhut Jolokia Mash (227g, £6.00) and Extreme Chilli Chocolate (at least 100g, £3.60). To set the Extreme products apart from their other products, a Skull-and-Crossbones logo on the labels says it all.

**Notes to editor:**

1. Established in 2003, the South Devon Chilli Farm grows over 10,000 chilli plants each year and harvest tonnes of fresh chillies.
2. As well as selling fresh and dried chillies, and chilli plants, this innovative company also sells a wide range of preserves, sauces and Chilli Chocolate.
3. The South Devon Chilli Farm has just opened a new, on-site farm shop and café.
4. The founders Jason Nickels and Steve Waters both have a serious passion for chillies!

**For further information or a sample of the Extreme Bhut Jolokia Sauce please contact:**

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