



## **PEPPUP Ltd**

Ambient

### **Background**

PEPPUP, the Northern Irish artisan business specialising in unique roasted pepper and tomato table sauces was set up by Turin-born Luca Montorio in Newtownards in 2014.

PEPPUP's range of authentic and versatile products includes a classic sauce flavour and a mild chilli version. Both are gluten-free and available in 275g bottles with a recommended retail price of £2.99.

PEPPUP table sauces do not compromise on taste. Apart from roasted peppers and tomatoes, the only other ingredients are sugar, salt and vinegar. They can be used to add distinctively rich flavours to any dish, or enjoyed on their own.

### **Product Range**

Roasted Pepper Tomato Ketchup: There are two varieties on offer:

A classic flavour

A mild spicy variety with chilli

Roasted Pepper and Tomato pasta sauce: There are two varieties on offer:

A classic flavour

A mild spicy variety with chilli

Mediterranean cooking sauce: roasted tomatoes, roasted peppers and basil - no added sugar, fat free and and no allergens. A versatile cooking sauce or stir-in.

Dipping Sauce: smoky flavour in 330g jar - fat-free, with no added sugar, no preservatives, no allergens and IBS-friendly.

Bolognese Sauces: There are three varieties on offer, 480g jars, gluten free, fat free, low in salt and suitable for vegans:

A Basil flavour

A Chilli flavour

A Garlic flavour

Easy-to-eat Green Mild Baby Peppers & Yellow and Red Roasted Peppers:

Green Mild Baby Peppers available in 345g glass jar

Yellow and Red Roasted Peppers in 480g glass jars

Salad Dressing in 250ml glass jars

Italian Pizza Sauce in 190g glass bottle

Turkey Sandwich Sauce, 190g glass jar - a blend of roasted peppers and tomatoes with aubergine and ginger

Red Pesto - 85g jars, suitable for vegetarians, low in fat, salt and sugar

## **Customers**

High end Delicatessens and Butchers in NI, Scotland, England and Ireland  
Booths

Fortnum and Masons

Broadway Deli, Cotswolds

Eurospar NI

Centra NI

Supervalu NI

Donnybrook Fair, Ireland  
SoulBia

## Awards held

- Ulster Grocer Marketing Awards 2018: Pepp Up's Pasta Sauce Highly Commended in the 'Best Artisan Food & Drink' campaign sponsored by Food NI
- Irish Quality Food & Drink Awards 2017: Commended in 'Cooking Sauces' category for Roasted Pepper & Tomato Pasta Sauce
- FreeFrom Ireland Awards 2017: Silver in 'Sauces' for Roasted Pepper & Tomato Pasta Sauce
- Great Taste Awards 2016: One Gold Star each for PEPPUP Original & PEPPUP Reduced Sugar & Salt
- Great Taste Awards 2015: One Gold Star each for Roasted Pepper Tomato Ketchup, Roasted Pepper Tomato Ketchup Mild Chili & Roasted Pepper Tomato Ketchup Reduced Sugar & Salt
- Great Taste Awards 2014: One Gold star for Roasted pepper & tomato ketchup sauce

## Contact this supplier

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## Image Gallery











