



You think you know Hot Sauce?
Think Again!
(Or, "The inside scoop on K-Sauce!")

Keenan Lee Adams...

...was born with a unique and wonderful talent: he has a culinary ability and palate that is finely tuned to the intense flavors and heat of capsaicin.

Capsaicin—as you may know—is that natural, fiery, spicy compound that makes hot peppers hot. From an early age Keenan demonstrated a strong preference for foods that had some fire. If Gerber's made strained jalapeños—he probably would have been eating it.

By the time Keenan had reached the age of 9, he had acquired (primarily through shopping on web sites) a collection of hot sauces that was rapidly filling the Adams pantry and refrigerators. He had brands from every part of the world, made with every type of pepper, with a wide range of flavors and heat. He studied these hot sauces. Some were too mild to rate as "hot" sauce, and others were simply toxic and should have been used as a personal protection spray. His study time was every meal and snack period (other than breakfast—not recommended on Cheerios) because he had hot sauce with every food he would eat. A meal was not complete without a liberal dose of capsaicin delivered in the form of hot sauce.

As the years and meals went by, Keenan developed a very sophisticated palate and understanding of different hot sauce styles and the nuances of the different peppers. From the **humble jalapeño** (8,000 Scoville Units) to the terrifying **Bhut Jolokia** (or "Ghost Chile", at 1,100,000 Scoville Units), Keenan tasted and experimented with every sauce he could get his hands on.

In 2004, his parents had a growing concern about where they could possibly store more hot sauces. His dad, having a culinary background, suggested that perhaps Keenan should try making some of

his own hot sauce so it could perfectly meet his taste requirements and his finicky, fiery palate. Much discussion ensued. The attributes and benefits of different peppers were debated.

Styles of hot sauce were measured and judged. A list of ingredients began to form. After more discussion and refinement, the ingredient list turned into a shopping list, and Keenan and his dad went to the grocery store to gather the makings of the first **K-Sauce**.

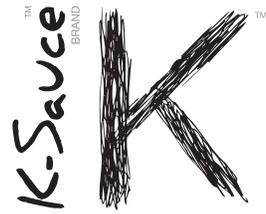
In the kitchen there was much chopping, blending, mixing, testing, tasting and gnashing of teeth. Failed attempts were not few, followed by remixing, retrying, reformulating. The ingredients, quantities and procedures were written down for each version; tested, tasted and tasted again.

At the end of the process, a new category of hot sauces was founded. An annual tradition of developing new K-Sauces began. There are now **fully five** K-Sauces that are commercially available, each very unique and very different from other hot sauces on the market.

You think you know hot sauce?

Think again. **K-Sauce** takes a different approach than the typical vinegary, thin sauces you will find on the market. Fresh produce, the finest peppers you can find anywhere and premium spices combine for thick, complex sauces that are designed to enhance any food with fascinating flavors. Hand-crafted in small batches, K-Sauce is all natural with no preservatives, artificial thickeners or colorings.

K-Sauce elevates hot sauce to a new level of refinement and establishes a new category of hot sauces. Your kitchen won't be the same without it!



✳ "Keenan's Killer" ✳
Hot Sauce



The Official K-Sauce Sauce Guide

As you use the K-Sauces in your kitchen, you will find they add freshness, complexity and fascinating flavors to any food. We're certain that K-Sauce will become one of the key ingredients in your pantry.

K¹ Original

The K-Sauce that started it all, and created a whole new category of hot sauce in the process.

For habanero lovers. With forward, front-of-the-mouth heat—balanced with perfect doses of lime, garlic and cumin.

Great as a marinade for grilling. Try it with beef, chicken and pork. Wonderful on baked potatoes, tacos, nachos or chips. Add some to black beans, sautéed vegetables or rice dishes. Adds backbone and brightness to any soup, stew or chili.

K² Mean Green

Mean, green, and richly complex in flavor with its bright combination of habaneros, jalapeños, serranos and tomatillos, blended with distinctive herbs and spices.

The best thing to ever happen to eggs in the morning. The tangy fresh flavor is terrific on breakfast burritos too, plus chicken, tacos, chips, enchiladas and nachos. Throw a little in your guacamole! Marinate chicken thighs and grill them. Add some to your green chili to wake it up. Marinate pork tenderloin before grilling—terrific!

K³ Be Afraid!!

All things in moderation! We were careful with the Bhut Jolokia (Ghost Pepper), but its unique heat is clear. It's more of a back-of-mouth heat that sneaks up. The heat and fruit is not as forceful as K-1 and K-4, but will fill your senses. The combination of red jalapeños and Bhut Jolokia provides a balanced, complex flavor. Great as an ingredient to enliven meats, stews, or soups—or slam it right on that taco! Marinate tri-tip, flank steak or chicken. K-3 is a favorite on mac 'n' cheese, and stir-fried into anything. Also makes a killer Bloody Mary!

K⁴ Sunshine Mango

A refreshing but fiery Caribbean-style mango and habanero sauce. Great on grilled fish, poultry or pork and with any food you want to wake-up with an exotic mix of fruit and fire. Fresh lime juice balances the sweetness of the ripe mangoes, and the tropical tanginess is supported by garlic, honey and a hint of ginger and cinnamon.

Great with fish, chicken, pork, tacos, and nachos. Some swear by it on ice cream. Try it on Buffalo Wings, jerk-rubbed chicken or grilled shrimp.

K⁵ Chipotle

Chipotles, and nothing but chipotles as far as the peppers are concerned. This is the mildest of the K-Sauces as far as heat, but the richness of the smoky jalapeños with piquancy of tomatoes and cider vinegar make it very lively and full-flavored.

This is absolutely killer on grilled steaks and other meats. Mix a tablespoon per patty for burgers, and you will never go back to ordinary! Try it in mashed potatoes, stews, and compound butter. Also a great substitute for anything that calls for barbeque sauce.