

BOLD FLAVOURS FOR ADVENTUROUS COOKS

# Spice Kitchen



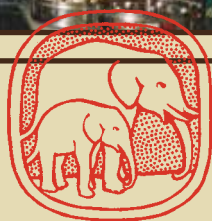
  
GIFT OF THE YEAR

TRADE BROCHURE



# BOLD FLAVOURS FOR ADVENTUROUS COOKS – A GREAT SOURCE OF GIFTING REVENUE

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We are a family-run spice company founded in 2012 by mother and son duo Shashi and Sanjay Aggarwal. Everything we do is rooted in Shashi's deep knowledge of spices and Indian Masalas and is powered by Sanjay's love of cooking with flavours from around the world.

Our beautiful tins and bold spices are loved by our customers and Great Taste Award judges alike, receiving 9 one and two-star awards in the 2023 Great Taste Awards. In addition, our Indian Spice Tin with a Silk Sari Wrap has also won Gift of the Year twice, most recently in 2022.

***“They are honestly the freshest, most fragrant spices I've ever used.”***

~ Masterchef Winner, Dhruv Baker

# WHAT RETAILERS SAY ABOUT SPICE KITCHEN

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*“As a large gift retailer, finding new products is one of the most important areas of the business for us. Spice kitchen is without doubt one of the best suppliers we have found recently, the product and customer service is right up there as a 5 star supplier.”*

~ Bill, Bill & Berts



*“We have worked with Sanjay and his mum since 2017 after falling in love with their brand story. The spice tins and associated products are best-sellers in the shop, and we continue to grow together in business and friendship. I am proud to be associated with Spice Kitchen UK and congratulate them on their continuing success.”*

~ Paul & Kate, Greens of Oxton



*“We have been working with Spice Kitchen for a number of years now, and have been delighted with how well the product has sold. The Gin Botanicals Tin is consistently a top seller for us.*

*What’s more, they are a lovely family business, offering a quick, friendly and very supportive service. It’s a pleasure to work with them.”*

~ Beth Austin, Vinegar Hill





# Spice Kitchen

COOKERY BOOK

OVER 80 RECIPES FROM SANJAY, SHASHI AND THE SPICE KITCHEN FAMILY TO GET YOU COOKING WITH SPICE BLENDS EVERY SINGLE DAY.

INCLUDED IN THE 'WATERSTONE'S BEST COOKERY BOOKS OF 2023' LIST!

Product code - SPKBOOK ISBN-10: 1787139395

*"A unique and fantastic cookbook for foodies who want to cook amazing dishes that are also easy to prepare. I'm finding it difficult to put down! Simple and ingenious."*

~ Dan Toombs AKA The Curry Guy



# THE SPICE KITCHEN COOKERY BOOK

**Our expertise, family story and love of cooking with spices led to our first cookbook being published by Quadrille Books in 2023.**

Our cookbook complements our spice tin range and creates beautiful, eye-catching displays in your shop. It will also create a lovely gift bundle when paired with our World Spice Tin or Single Spice Blends, appealing to customers seeking a thoughtful gift for the foodies in their lives

*Signed copies are available upon request to offer extra added value for your customers.*

Unit Price	£13.00
RRP	£22.00



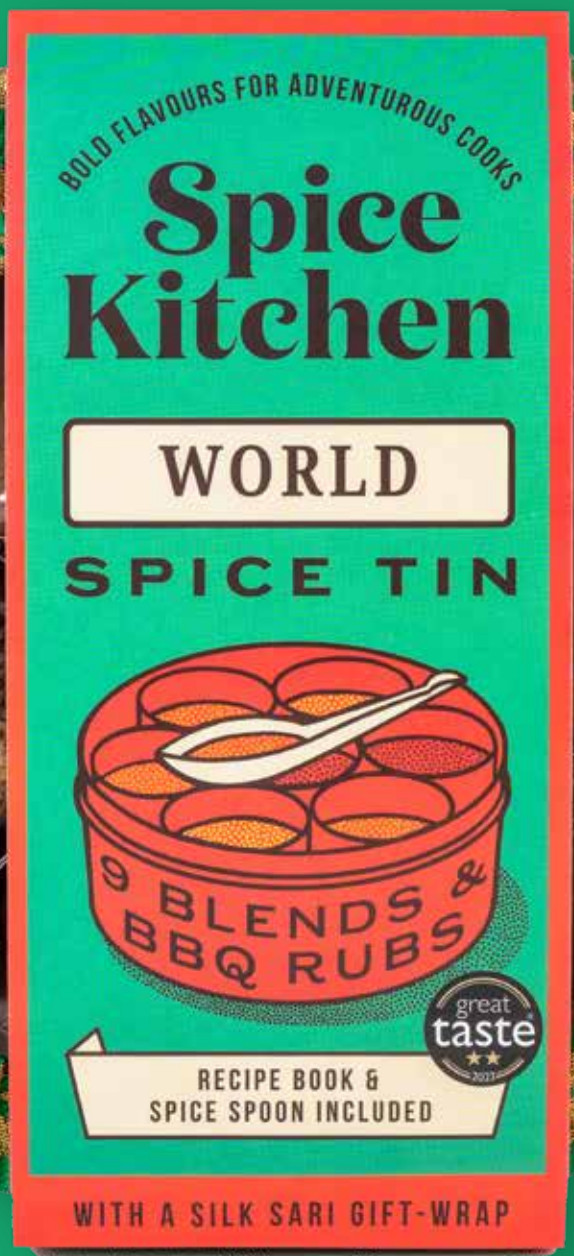
  
**GIFT OF THE YEAR**

BOLD FLAVOURS FOR ADVENTUROUS COOKS

# Spice Kitchen



SALE OR RETURN  
INFO ON PAGE 25



# WORLD

## SPICE TIN

For those with an adventurous foodie in their life or a hunger for world travel, this collection of Great Taste award-winning spice blends is one of our fastest growing lines.

Suited to all food or food adjacent retailers, this tin is great for those who retail cooking and BBQ equipment and adds interest to these fixtures, together with an extra purchase opportunity.

Highly recommended alongside the Spice Kitchen Cookery Book, (page 4) which has over 80 recipes for cooking with our World Blends – making this the perfect bundle for food and spice lovers.



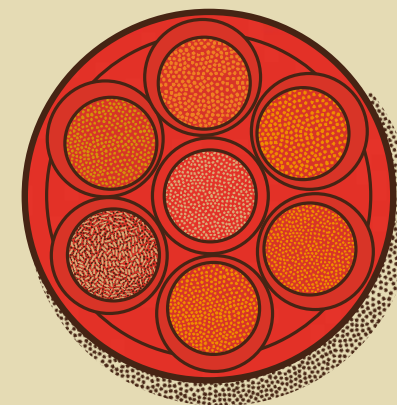
# WORLD SPICE TIN

SALE OR RETURN  
INFO ON PAGE 25



## INGREDIENTS:

Garam Masala\* (20g) • Sri Lankan Curry Powder\* (20g) • Harissa\* (20g) • Tex Mex (20g) • Jerk\* (20g) • Chinese Spice Rub (20g) • Ras El Hanout (20g)\* • **ZA'ATAR\*** - contains **SESAME** seeds (20g) • Tandoori Masala\* (20g)



For allergens please see ingredients in **BOLD**

**Silk gift wrap is handmade by us from silk sari fabric. You will receive various sari fabric colours to help you create beautiful, eye-catching displays in-store.**

World Spice Tin - Code: STBC		Spice Tin + Silk Wrap - Code: STBCW	
Unit Price	£18.00	Unit Price	£21.30
RRP	£30.00	RRP	£35.00
			

\*Great Taste award winners



SALE OR RETURN  
INFO ON PAGE 25



## MIDDLE EASTERN & AFRICAN

# SPICE TIN

The perfect gift for the committed foodie with an overflowing book collection.

With Middle Eastern cookery writers and ingredients now the go-to for many UK and US food lovers, our Middle Eastern and African Spice Collection is among our best selling lines – particularly for retailers or bookshops with a discerning foodie audience. If the books of Yotam Ottolenghi and Sabrina Ghayour are at home in your store, so is this tin! These spices are also available for sale separately – in beautiful collectable mini tins – for those who wish to merchandise ingredients as well as gifting.



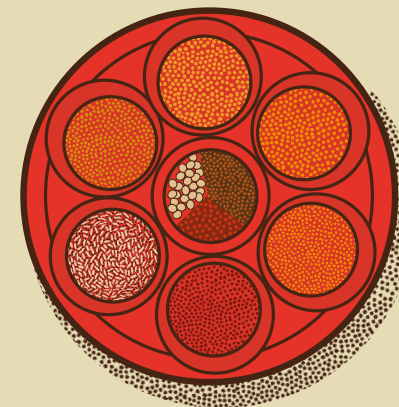
SALE OR RETURN  
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# MIDDLE EASTERN & AFRICAN SPICE TIN



## INGREDIENTS:

- Fenugreek (20g) • Baharat (20g) •
- Berbere (20g) • Ras el Hanout (20g)\*
- Sumac (20g) • **ZA'ATAR** - contains
- SESAME** seeds (20g) • Harissa (20g) •
- Pul Biber/Aleppo Pepper (20g) •
- Urfa Biber (20g)



For allergens please see ingredients in **BOLD**

**Silk gift wrap is handmade by us from silk sari fabric. You will receive various sari fabric colours to help you create beautiful, eye-catching displays in-store.**

Middle Eastern Spice Tin - Code: STAF		Spice Tin + Silk Wrap - Code: STAFW	
Unit Price	£18.00	Unit Price	£21.30
RRP	£30.00	RRP	£35.00
			

\*Great Taste award winners

SALE OR RETURN  
INFO ON PAGE 25

OUR BEST SELLING

# INDIAN

## SPICE TIN

BOLD FLAVOURS FOR ADVENTUROUS COOKS

# Spice Kitchen

## INDIAN

### SPICE TIN



RECIPE BOOK &  
SPICE SPOON INCLUDED



WITH A SILK SARI GIFT-WRAP

### THE MUST HAVE SPICE IN FOR YOUR SHOP

Our hero product and best seller, twice winner of Gift Of The Year and a must-have gift for those with an Indian food-lover in their life or someone looking to master Indian cookery.

Highly successful in all retail environments from farm shops and delis to bookshops and garden centres. Can be brilliantly merchandised in store with Indian Cookery books, chilli and herb seeds or growing kits, chutneys, chilli oils and even beautiful tableware.



# INDIAN SPICE TIN

SALE OR RETURN  
INFO ON PAGE 25



## INGREDIENTS:

Garam Masala (20g)\* • Chilli Powder (20g) • Cumin Seeds (20g) • Ground Coriander (20g) • **MUSTARD SEEDS** (20g) • Turmeric Powder (20g) • Cassia Bark (5 g) • Cardamom (2g) • Cloves (1g)



For allergens please see ingredients in **BOLD**

**Silk gift wrap is handmade by us from silk sari fabric. You will receive various sari fabric colours to help you create beautiful, eye-catching displays in-store.**

Indian Spice Tin - Code: STIN		Spice Tin + Silk Wrap - Code: STINW		
Unit Price	£18.00	 5 060499 500240 >	Unit Price	£21.30
RRP	£30.00		RRP	£35.00
		 5 060499 500257 >		

\*Great Taste award winners

SALE OR RETURN  
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# CHILLI

## SPICE TIN

Our Chilli Tin is a great addition to any fixture of hot sauces and chutneys. Also perfect for merchandising alongside beers, whiskies and BBQ equipment!

Bang on trend for those discovering chilli flavours from around the world, including Ottolenghi-favourite Urfa Chilli and our Harissa Blend, which is inspired by the famous Tunisian cooking paste.

We always see a spike in sales around Father's Day for this tin, suggesting this is a great gift for those shopping for the men in their life.



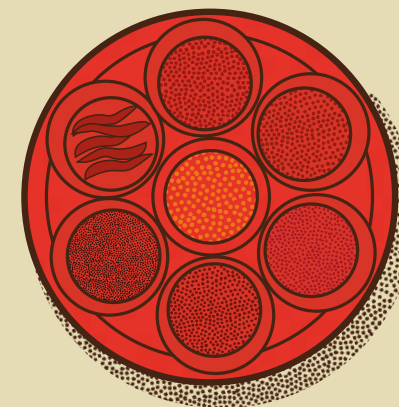
# CHILLI SPICE TIN

SALE OR RETURN  
INFO ON PAGE 25



## INGREDIENTS:

Chilli Powder (20g) • Dried Whole Chillies (10g) • Paprika (20g) • Aleppo Pepper (20g) • Kashmiri Chilli Powder (20g) • Urfa Biber (20g) • Harissa (20g)



For allergens please see ingredients in **BOLD**

**Silk gift wrap is handmade by us from silk sari fabric. You will receive various sari fabric colours to help you create beautiful, eye-catching displays in-store.**

Chilli Spice Tin - Code: STCC		Spice Tin + Silk Wrap - Code: STCCW	
Unit Price	£18.00	Unit Price	£21.30
RRP	£30.00	RRP	£35.00
			

\*Great Taste award winners

SALE OR RETURN  
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BOLD FLAVOURS FOR ADVENTUROUS COOKS

# Spice Kitchen

GIN BOTANICALS

SPICE TIN



RECIPE BOOK &  
SPICE SPOON INCLUDED

WITH A SILK SARI GIFT-WRAP

## GIN BOTANICALS

### SPICE TIN

The gin revolution is here to stay.

A “must-have” for any gin or cocktail enthusiast who is interested in creating the wow factor in their gin and gin cocktail creations. We have carefully selected only the finest whole spices for this beautiful collection. Way more than pretty garnishes! Although there’s plenty of that too. This tin offers everything needed to make gin from scratch.

Our Gin Botanicals Tin is great to display in your Beers, Wines and Spirits section.

SALE OR RETURN  
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# GIN BOTANICALS SPICE TIN



## INGREDIENTS:

Juniper Berries (15g) • Pink Peppercorns (15g) • Coriander Seeds (15g) • Cardamom Pods (10g) • Star Anise (10g) • Dried Citrus Peel (10g) • Rose Petals (4g)



For allergens please see ingredients in **BOLD**

Silk gift wrap is handmade by us from silk sari fabric. You will receive various sari fabric colours to help you create beautiful, eye-catching displays in-store.

Gin Tin - Code: STGB		Gin Tin + Silk Wrap - Code: STGBW	
Unit Price	£18.00	Unit Price	£21.30
RRP	£30.00	RRP	£35.00
			

\*Great Taste award winners



# SPICE BLEND COLLECTIONS

A delicious mix of our best-selling, award-winning spice blends. Beautifully packaged in eye-catching trio sets, this eclectic collection offers something for everyone. Blended in small batches to stay fresh for longer. This all-year-round bestseller is a great gift choice for a foodie or anyone who loves bold flavours.

Unit Price: £10.00	RRP: £18.00	Case Size: 3
Curry Collection	 5 060499 502145 >	
Middle Eastern Collection	 5 060499 502138 >	
BBQ Collection	 5 060499 502169 >	
Chilli Collection	 5 060499 502152 >	
Hot Chocolate Collection	 5 060499 502442 >	



# SPICE BLEND COLLECTIONS



**CURRY COLLECTION**

with Garam Masala\*,  
Sri Lankan Curry Powder\*  
and Tandoori Masala\*

The Curry Collection features three Spice Kitchen packets: Garam Masala (orange), Sri Lankan Curry Powder (yellow), and Tandoori Masala (orange).



**MIDDLE EASTERN COLLECTION**

with Baharat\*, Za'Atar\*  
and Harissa\*

The Middle Eastern Collection features three Spice Kitchen packets: Za'atar (red), Harissa (red), and Baharat (orange).



**WORLD BBQ COLLECTION**

with Jerk\*, Mexican and  
Tandoori Masala\*

The World BBQ Collection features three Spice Kitchen packets: Tandoori Masala (orange), Tels-Mex (green), and Jerk (blue).



**CHILLI COLLECTION**

with Harissa\*, Jerk\* and  
Togarashi

The Chilli Collection features three Spice Kitchen packets: Togarashi (blue), Harissa (red), and Jerk (blue).



**HOT CHOCOLATE COLLECTION**

Classic\*, Chai-Spiced\* and  
Gingerbread

The Hot Chocolate Collection features three Spice Kitchen packets: Classic (orange), Gingerbread (orange), and Chai-Spiced (orange).

\*Great Taste award winners

# SINGLE SPICE BLENDS

Great for your spices and condiments section, or interspersed throughout your cookery books to inspire an extra purchase.



\*Great Taste award winners

For allergens please see ingredients in **BOLD**


## GARAM MASALA\*

Garam Masala Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## SRI LANKAN\*

Sri Lankan Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## TANDOORI MASALA\*

Tandoori Masala Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	

## TEX-MEX

Tex-Mex Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	

## HARISSA\*

Harissa Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## CAJUN

Cajun Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## JERK\*

Jerk Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## CHINESE 7 SPICE

Chinese 7 Spices Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	

## TOGARASHI

Togarashi Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## RAS EL HANOUT\*

Ras El Hanout Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## ZA'ATAR\*

Za'atar Blend 60g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## BAHARAT\*

Baharat Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## CHIMICHURRI

Chimicurri Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	


## ITALIAN

Italian Blend 35g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	

## SHAWARMA

Shawarma Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	

## BERBERE\*

Berbere Blend 80g		
Unit Price	£3.00	
RRP	£6.00	
Case Size	6	

\*Great Taste award winners

# MULLED SPICE KITS



***“AN AROMATIC TRIUMPH”***

~ The Independent

**Mulled Spices are always a massive hit with customers and offer an equally popular choice for inclusion in hampers.**

Our Mulling Spices are freshly made in small batches to ensure they pack a flavourful punch every time. They are also hand packed into a tea bag.

Each pack contains enough to make a litre of mulled wine, cider or mulled apple juice. Instructions are included on the reverse of the tag.

## **INGREDIENTS:**

Cinnamon • Cardamom • Black peppercorns • Bay leaves •  
Mixed peel • Cloves • Nutmeg • Ginger • Star anise

For allergens please see ingredients in **BOLD**

Can be used to make mulled wine, cider or mulled apple juice.

# MULLED SPICE KITS



Mulling Spices Kit: **Hessian Bag 2x10g**

Unit Price	£2.00	
RRP	£4.00	

Case Size	20
Case Price	£40.00



Mulling Spices Kit: **Mini Tin 5x10g sachets**

Unit Price	£3.00	
RRP	£6.00	

Case Size	6
Case Price	£18.00



Mulling Spices Kit: **Triangle Box**

Unit Price	£2.00	
RRP	£4.00	

Case Size	10
Case Price	£20.00

# THE ULTIMATE HOT CHOCOLATE!

Customers will keep coming back for our much-loved, award-winning hot chocolate blends. We have partnered with ethical, Fairtrade brand Zuma to deliver this ultimate, vegan-friendly hot chocolate experience.

## TRIO COLLECTION



## MINI TINS



## POUCHES



## TRIANGLES



**BRAND  
NEW!**

# THE ULTIMATE HOT CHOCOLATE!



		Classic Hot Chocolate	Chai-Spiced Hot Chocolate	Gingerbread Hot Chocolate
100g Pouch (each)	Unit Price: £3.50	 5 060499 501032 >	 5 060499 501186 >	 5 060499 501049 >
	RRP: £8.00			
50g Triangle (each)	Unit Price: £2.00		 5 060499 502886	 5 060499 502893
	RRP: £4.00			
Mini Tin (each)	Unit Price: £3.00	 5 060499 502435	 5 060499 502411	 5 060499 502428
	RRP: £6.00			
Trio Collection (each)	Unit Price: £10.00	 5 060499 502442		
	RRP: £18.00			



# SPICED CHOCOLATE BARS

In collaboration with Coco Pzazz, we have crafted this beautiful, eye-catching trio of spiced chocolate bars: great as a set to display on your shelves, as an impulse buy at your till or for inclusion in hampers. Our spiced chocolate bars are perfect for customers looking for stocking fillers and Secret Santa's, or as a gift for a chocolate lover. Sustainably grown, plastic-free and fully tradeable.



**'Cardamom Bun' White Chocolate**

**INGREDIENTS:** White chocolate (sugar, cocoa butter, **whole milk powder**, cocoa mass, emulsifier, lecithins (soya), natural vanilla flavouring), Cardamom (2.5%), Chocolate contains cocoa solids 33.6% minimum & **milk solids** 20.8% minimum



**Chai-Spiced Milk Chocolate**

**INGREDIENTS:** Milk, Chocolate (sugar, cocoa butter, **whole milk powder**, cocoa mass, emulsifier, lecithins (**soya**), natural vanilla), Spice kitchen chai spice blend (2.5%), Cloves, Cardamom, Cinnamon, Fennel seeds, Nutmeg, Ginger, Black pepper, Chocolate contains cocoa solids 33.6% minimum & **milk solids** 20.8% minimum.



**Gingerbread & Honeycomb Milk Chocolate**

**INGREDIENTS:** Milk, Chocolate (sugar, cocoa butter, **whole milk powder**, cocoa mass, emulsifier, lecithins (**soya**), natural vanilla) Honeycomb pieces: sugar, cocoa butter, glucose syrup, bicarbonate of soda, rice flour (3%), Spice kitchen blend (2.5%), Cinnamon, Nutmeg, Cloves, Ginger, Cardamom, Fine white pepper. All spice Chocolate contains cocoa solids 33.6% minimum & **milk solids** 20.8% minimum

Allergy advice: For allergens see ingredients in bold. Produced in an environment where tree nuts are used.

Unit Price	£2.90		Unit Price	£2.90		Unit Price	£2.90	
RRP	£4.95		RRP	£4.95		RRP	£4.95	
Case Size	12		Case Size	12		Case Size	12	
Case Price	£34.00		Case Price	£34.00		Case Price	£34.00	

# SPICE BLEND TRIANGLES



## Triangles

Unit Price	£2.00
RRP	£4.00

\*Great Taste award winners

# CO-BRANDING & PERSONALISATION SERVICES

Available for our Jerk, Tandoori Masala, Mulled, and Chai and Gingerbread Hot Chocolate Triangles.

**Minimum order quantity:** 500 units.

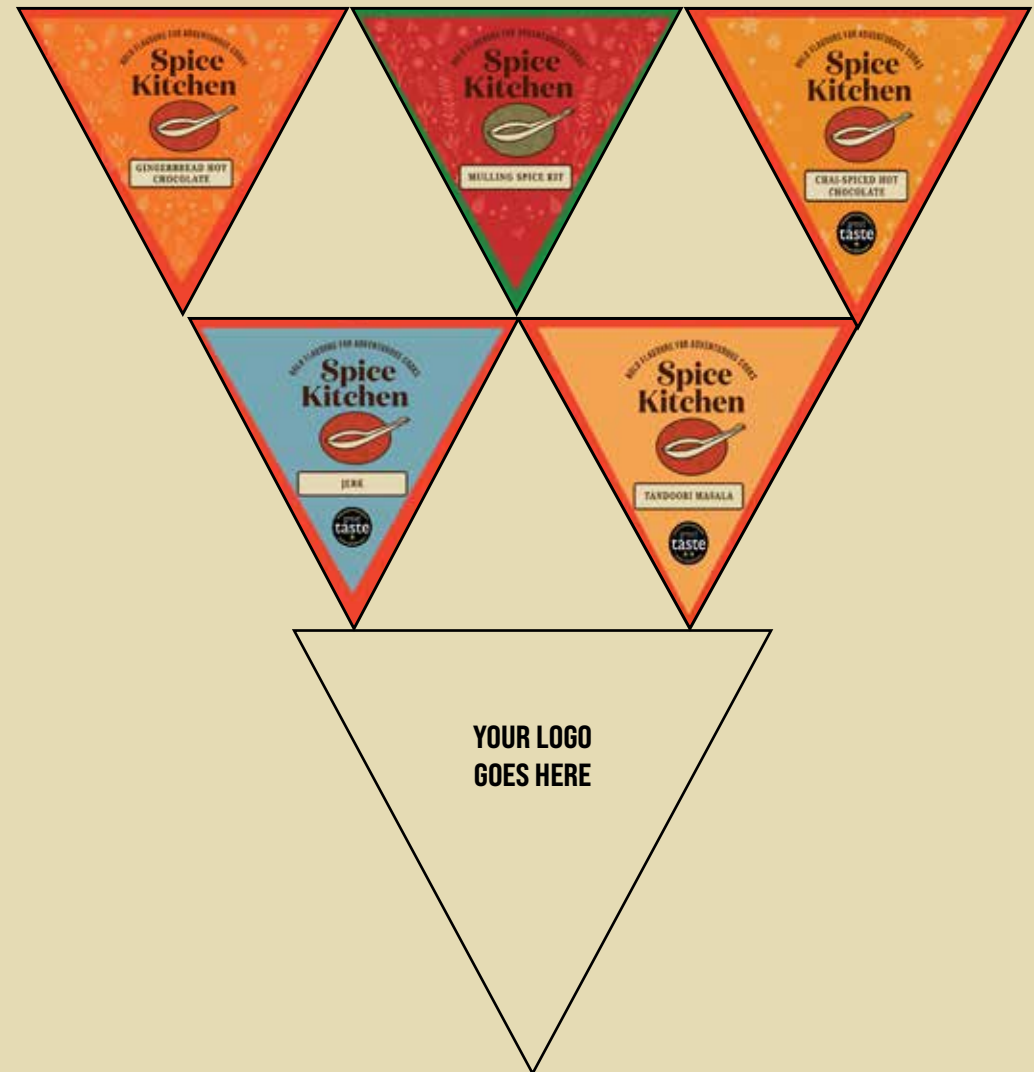
**Cost per unit:** £2

## Artwork:

We will provide the template, client to provide the artwork

## Lead time:

Once artwork signed off, between 1-4 weeks depending on volume.



## **SALE OR RETURN**

Please see the next page for full details.

## **FREE MERCHANDISING**

When buying Spice Tins you will receive a free Point Of Sale (POS) strut card and a free Indian Spice Tin for display purposes with your first order.

## **CASE SIZE**

Most products are sold as singles so you can purchase units in any quantity and can choose to mix and match when you come to top up your shelves.

## **FREE DELIVERY FOR ORDERS OVER £200**

Our minimum carriage paid is £200. We aim to ship every order the same day if received by midday.

## **PAYMENT**

The first invoice is to be paid pro forma, all subsequent invoices will be 28 days from the invoice.

## **SUPPORT WITH PROMOTION**

We have all of our beautifully shot, professional product images and videos available to share. You are invited to use these on your social media platforms to help with promotion. Drop us an email for details!

## **CHARITY**

Our main charity sponsor is The Akshaya Patra Foundation UK. We donate a percentage of each spice tin sale, to support their work in helping to feed school children in India, as well as homeless people in the UK.

## **SALSA - FOOD SAFETY MANAGEMENT**

We have a well-documented Food Safety Management system and are fully SALSA certified. We have strict allergy control procedures and only handle mustard and sesame on-site. Do get in touch if you require more information.

## WE OFFER SALE OR RETURN TO ALL OUR STOCKISTS. ARE WE CRAZY? NOT REALLY... LET US EXPLAIN.

Our tins fly. We know this. But this offer hopefully proves it by us taking all the risk and putting our neck on the line.

We want a relationship with you. Long term. Better than you have ever had before.

We want to encourage you to try our lovely products, especially if you have never sold food gifts before. If you don't try you'll never know...

Food gift sales are increasing all the time: it's why we have grown year on year for the past 10 years. Let us help you do the same.

We get that retail can be hard, so we are removing the risk for you. Sanjay knows this from first-hand experience. Our sale or return offer aims to remove that risk and support you.

We will ALWAYS exchange or credit any spice tins that go close to shelf life or beyond their best-before date.

You NEVER have to worry about shelf life. We will always send you fresh spices to replace any that go close to the best-before date.

Lots of retailers are losing out on last-minute festive sales. We REALLY want you to keep high stock levels all the way up to Christmas. If you don't want to list our tins outside of this period, simply return them for a full refund.

## THE LESS EXCITING BIT: CONDITIONS FOR SALE OR RETURN

Sale or Return is for the larger spice tins only.

First invoices must be paid pro forma and all subsequent invoices within 30 days, late payment will void this offer.

Spice tins must be returned in a resalable condition.

Return shipping must be organised and paid for, at the buyer's expense.

We will offer to exchange spice tins for a line that works better for you, or you can apply for a full credit or refund with bank details.

We currently have no definitive timescales for returns, but we would hope retailers to try our products for at least 6 months.

# Spice Kitchen

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SPICE KITCHEN, 9 SKYHAWK AVENUE, LIVERPOOL, L19 2QR

[SPICEKITCHENUK.COM](http://SPICEKITCHENUK.COM)

[SOLDWITHLOVE@SPICEKITCHENUK.COM](mailto:SOLDWITHLOVE@SPICEKITCHENUK.COM)

[@SPICEKITCHENUK](https://www.instagram.com/SPICEKITCHENUK)

0151 2451603

# SPICE BLEND COLLECTIONS

A delicious mix of our best-selling, award-winning spice blends. Beautifully packaged in eye-catching trio sets, this eclectic collection offers something for everyone. Blended in small batches to stay fresh for longer.

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\*Great Taste award winners



**WORLD BBQ COLLECTION**

**BBQ COLLECTION**

with Jerk\*, Mexican and Tandoori Masala\*

**CHILLI COLLECTION**

**CHILLI COLLECTION**

with Harissa\*, Jerk\* and Togarashi

Unit Price: £10.00	RRP: £18.00	Case Size: 3
Curry Collection	 5 060499 502145 >	
Middle Eastern Collection	 5 060499 502138 >	
BBQ Collection	 5 060499 502169 >	
Chilli Collection	 5 060499 502152 >	
Hot Chocolate Collection	 5 060499 502442 >	

\*Great Taste award winners