

WHOLESALE CATALOG



*Southwest
Specialty Food, Inc.*



FINEST QUALITY PRODUCTS • INNOVATIVE PACKAGING • SUPERB CUSTOMER SERVICE



Southwest Specialty Food, Inc. was established in Arizona in 1986. We proudly grow our own habanero peppers, create our own recipes, design our own packaging, produce, warehouse and ship over 200 unique products to our customers throughout the United States and abroad.

New product development is a continuing process that leaves our customers amazed and excited every year with new packaging and products.

Please stop by our factory for a visit and say hello to our resident "asses" in the front pasture. The 3 mules and 5 donkeys will greet you with a welcome bray!



HAVE AN ASS KICKIN' DAY!®



*Southwest
Specialty Food, Inc.*

1-800-536-3131

700 North Bullard Ave.
Goodyear, Arizona 85338
Fax: 623-931-9931

southwest @ asskickin.com



HAVE AN ASS KICKIN' DAY!®



**ASS KICKIN'®
ORIGINAL
HOT SAUCE**
Flavor: **Habanero**

Item# **AK705**
Net wt. 5 oz. 12/cs
UPC: 089382 112655

**ASS KICKIN'®
CAJUN
HOT SAUCE**
Flavor: **Cajun**

Item# **AK731**
Net wt. 5 oz. 12/cs
UPC: 089382 112938

**ASS KICKIN'®
ROASTED GARLIC
HOT SAUCE**
Flavor: **Roasted Garlic**

Item# **AK732**
Net wt. 5 oz. 12/cs
UPC: 089382 112945

**ASS KICKIN'®
WASABI
HOT SAUCE**
Flavor: **Wasabi**

Item# **AK733**
Net wt. 5 oz. 12/cs
UPC: 089382 112952

**ASS KICKIN'®
GHOST PEPPER
HOT SAUCE**
Flavor: **Ghost Pepper**

Item# **AK817**
Net wt. 5 oz. 12/cs
UPC: 089382 117087

**ASS KICKIN'®
CHILE LIME
HOT SAUCE**
Flavor: **Chile Lime**

Item# **AK818**
Net wt. 5 oz. 12/cs
UPC: 089382 117094

**ASS KICKIN'®
CHIPOTLE
HOT SAUCE**
Flavor: **Chipotle**

Item# **AK819**
Net wt. 5 oz. 12/cs
UPC: 089382 117100

NEW- 12 PACK HOT SAUCE CHALLENGE BOOK ON PAGE 17



Item# **MB705**
Net wt. .75 oz.
UPC: 089382 116868

Item# **MB731**
Net wt. .75 oz.
UPC: 089382 116875

Item# **MB732**
Net wt. .75 oz.
UPC: 089382 116882

Item# **MB733**
Net wt. .75 oz.
UPC: 089382 116899

Item# **MB001**
Net wt. .75 oz.
UPC: 089382 116936

Item# **MB201**
Net wt. .75 oz.
UPC: 089382 116943

Item# **MB401**
Net wt. .75 oz.
UPC: 089382 116905

Item# **MB402**
Net wt. .75 oz.
UPC: 089382 116929

ASS KICKIN'® HOT SAUCE MINI BOTTLES
EACH SOLD SEPARATELY IN 24 PACK CASE
Also available in a handy 4 pack gift set on page 20

XTREME HEAT HOT SAUCE MINI BOTTLES
EACH SOLD SEPARATELY IN 24 PACK CASE
Also available in a handy 4 pack gift set on page 20

4 NEW HOT SAUCE MINI BOTTLES ON PAGE 16

Fax 623-931-9931

www.asskickin.com

HAVE AN ASS KICKIN' DAY!®



ASS KICKIN'®
ORIGINAL HABANERO
SALSA
Flavor: **Habanero & Pinto Bean**
Item# **AK702**
Net wt. 13 oz. 12/cs
UPC: 089382 112303



ASS KICKIN'®
GHOST PEPPER
SALSA
Flavor: **Ghost Pepper**
Item# **AK831**
Net wt. 13 oz. 12/cs
UPC: 089382 117346



ASS KICKIN'®
ROASTED GARLIC
SALSA
Flavor: **Roasted Garlic**
Item# **AK834**
Net wt. 13 oz. 12/cs
UPC: 089382 117377



ASS KICKIN'®
MARGARITA
SALSA
Flavor: **Margarita**
Item# **AK835**
Net wt. 13 oz. 12/cs
UPC: 089382 117384

ASS KICKIN'®
FIRE ROASTED GREEN
CHILE & TEQUILA SALSA
Flavor: **Green Chile Tequila**
Item# **AK726**
Net wt. 13 oz. 12/cs
UPC: 089382 112723



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Call Toll Free to Order 1-800-536-3131

HAVE AN ASS KICKIN' DAY!®



ASS KICKIN'®
**HABANERO CHICKEN
WING SAUCE**
Flavor: **Habanero**

Item# **AK704**
Net wt. 13 oz. 12/cs
UPC: 089382 112525



ASS KICKIN'®
**TERIYAKI SAUCE
WITH HABANERO**
Flavor: **Teriyaki Habanero**

Item# **AK718**
Net wt. 13 oz. 12/cs
UPC: 089382 112341



ASS KICKIN'®
**ARIZONA STYLE MILD
BARBECUE SAUCE**
Flavor: **Mild Hickory**

Item# **AK729**
Net wt. 13 oz. 12/cs
UPC: 089382 116295



ASS KICKIN'®
**GHOST PEPPER
WING SAUCE**
Flavor: **Ghost Pepper**

Item# **AK850**
Net wt. 13 oz.
UPC: 089382 118169



ASS KICKIN'®
BACON WING SAUCE
Flavor: **Bacon**

Item# **AK849**
Net wt. 13 oz. 12/cs
UPC: 089382 118152



ASS KICKIN'®
**BUFFALO STYLE
WING SAUCE**
Flavor: **Buffalo Style**

Item# **AK848**
Net wt. 13 oz. 12/cs
UPC: 089382 118145

HAVE AN ASS KICKIN' DAY!®



EXTREMELY HOT!



SPONTANEOUS
COMBUSTION®
HOT SAUCE
Flavor: **Habanero**

Item# **SC201**
Net wt. 5 oz. 12/cs
UPC: 089382 112136

ASS BLASTER®
HOT SAUCE
WITH OUTHOUSE

Item# **AB003**
Net wt. 5 oz. 6/cs
UPC: 089382 113737



EXTREMELY HOT!



ASS BLASTER®
HOT SAUCE
Flavor: **Habanero**

Item# **AB001**
Net wt. 5 oz. 12/cs
Bar Code: 089382 113737



ASS KICKIN'®
STEAK SAUCE
Flavor: **Habanero**

Item# **AK712**
Net wt. 10 oz. 12/cs
UPC: 089382 112808

ASS KICKIN'®
HABANERO DIJON
MUSTARD
Flavor: **Habanero Dijon**

Item# **AK713**
Net wt. 8 oz. 12/cs
UPC: 089382 112921



ASS KICKIN'®
KETCHUP with Bacon
Flavor: **Bacon**

Item# **AK838**
Net wt. 13 oz. 12/cs
UPC: 089382 117674



ASS KICKIN'®
KETCHUP
Flavor: **Habanero**

Item# **AK716**
Net wt. 13 oz. 12/cs
UPC: 089382 112273



HAVE AN ASS KICKIN' DAY!®



**ASS KICKIN'®
HABANERO HOT SALT**
Flavor: **Habanero**

Item# **AK738**
Net wt. 14 oz. 12/cs
UPC: 089382 116479



**ASS KICKIN'®
CHILE LIME HOT SALT**
Flavor: **Chile Lime**

Item# **AK739**
Net wt. 14 oz. 12/cs
UPC: 089382 116493



**ASS KICKIN'®
CHIPOTLE HOT SALT**
Flavor: **Chipotle**

Item# **AK740**
Net wt. 14 oz. 12/cs
UPC: 089382 116486



**ASS KICKIN'®
HABANERO
JELLY**
Flavor: **Habanero**

Item# **AK786**
Net wt. 10 oz. 12/cs
UPC: 089382 116462



**ASS KICKIN'®
CHIPOTLE
RASPBERRY JELLY**
Flavor: **Chipotle Raspberry**

Item# **AK787**
Net wt. 10 oz. 12/cs
UPC: 089382 116448



**ASS KICKIN'®
JALAPENO
JELLY**
Flavor: **Jalapeno**

Item# **AK788**
Net wt. 10 oz. 12/cs
UPC: 089382 116455



**ASS KICKIN'®
GROUND HABANERO PEPPER**
Flavor: **Habanero**

Item# **AK802**
Net wt. 1.25 lbs.
Bar Code: 089382 116028
Also Available in 50 lb. Bulk



**ASS KICKIN'®
JELLY BEANS**
Flavor: **Habanero**

Item# **AK724**
Net wt. 9 oz. 12/cs
UPC: 089382 112709

**ASS KICKIN'®
PEANUT BUTTER**
Flavor: **Habanero**

Item# **AK800**
Net wt. 13 oz. 12/cs
UPC: 089382 116332



**ASS KICKIN'®
POPCORN SEASONINGS**

Sold separately by the case 12/cs

Item# **AK710**
Net wt. 3.5 oz.
UPC: 089382 112600

Item# **AK826**
Net wt. 3.5 oz.
UPC: 089382 117193

Item# **AK830**
Net wt. 3.5 oz.
UPC: 089382 117186



**ASS KICKIN'®
MOONSHINE PEPPER
MASH**
Flavor: **Jalapeno**

Item# **AK773**
Net wt. 9.5 oz. 6/cs
UPC: 089382 115632

HAVE AN ASS KICKIN' DAY!®



12 oz. & 3 lb. Can

ASS KICKIN'®
HABANERO PEANUTS
Flavor: **Habanero**

Item# **AK703**
Net wt. 12 oz. can 12/cs
UPC: 089382 112396

Item# **AK807**
Net Wt. 3 lb. can 6/cs
UPC: 089382 116165

ASS KICKIN'®
PISTACHIOS
Flavor: **Habanero**

Item# **AK711**
Net wt. 6 oz. 12/cs
UPC: 089382 117599



ASS KICKIN'®
SNACK MIX
Flavor: **Habanero**

Item# **AK722**
Net wt. 10 oz. can 12/cs
UPC: 089382 112686



12 oz. & 3 lb. Can

ASS KICKIN'®
JALAPENO CHEDDAR PEANUTS
Flavor: **Jalapeno Cheddar**

Item# **AK762**
Net wt. 12 oz. can 12/cs
UPC: 089382 115366

Item# **AK808**
Net Wt. 3 lb. can 6/cs
UPC: 089382 116630

ASS KICKIN'®
BACON CHEDDAR PEANUTS
Flavor: **Bacon Cheddar**

Item# **AK837**
Net wt. 12 oz. can 12/cs
UPC: 089382 117575



ASS KICKIN'®
ALMONDS
Flavor: **Hickory Smoked**

Item# **AK794**
Net wt. 3.5 oz. can 12/cs
UPC: 089382 115915



ASS KICKIN'®
CHIPOTLE HONEY PEANUTS
Flavor: **Chipotle Honey**

Item# **AK811**
Net wt. 12 oz. can 12/cs
UPC: 089382 116554

ASS KICKIN'®
CASHEWS
Flavor: **Habanero**

Item# **AK783**
Net wt. 6 oz. can 12/cs
UPC: 089382 115878



ASS KICKIN'®
HABANERO HONEY PEANUTS
Flavor: **Habanero Honey**

Item# **AK809**
Net wt. 12 oz. can 12/cs
UPC: 089382 116561



ASS KICKIN'®
ALMONDS
Flavor: **Hot-N-Spicy**

Item# **AK799**
Net wt. 3.5 oz. can 12/cs
UPC: 089382 115885

HAVE AN ASS KICKIN' DAY!®



**ASS KICKIN'®
ORIGINAL BEEF JERKY**
Flavor: Original

Item# **AK774**
Net wt. 4 oz. 12/cs
UPC: 089382 115717



**ASS KICKIN'®
HONEY ROASTED PEANUTS**
Flavor: Honey Roasted

Item# **AK810**
Net wt. 1 oz. 24/cs
UPC: 089382 114215



**ASS KICKIN'®
CHIPOTLE HONEY PEANUTS**
Flavor: Chipotle Honey

Item# **AK812**
Net wt. 1 oz. 24/cs
UPC: 089382 115571



**ASS KICKIN'®
BLACK PEPPER BEEF JERKY**
Flavor: Black Pepper

Item# **AK775**
Net wt. 4 oz. 12/cs
UPC: 089382 115731



**ASS KICKIN'®
HABANERO PEANUTS**
Flavor: Habanero

Item# **AK759**
Net wt. 1 oz. 24/cs
UPC: 089382 113317



**ASS KICKIN'®
JALAPENO CHEDDAR PEANUTS**
Flavor: Jalapeno Cheddar

Item# **AK771**
Net wt. 1 oz. 24/cs
UPC: 089382 115564



**ASS KICKIN'®
TERIYAKI BEEF JERKY**
Flavor: Teriyaki

Item# **AK776**
Net wt. 4 oz. 12/cs
UPC: 089382 115724



**ASS KICKIN'®
HABANERO BEEF JERKY**
Flavor: Habanero

Item# **AK737**
Net wt. 4 oz. 12/cs
UPC: 089382 112822

**ASS KICKIN'®
CORN CRUNCH**
Flavor: Chile Lemon

Item# **AK766**
Net wt. 2 oz. 24/cs
UPC: 089382 114499



HAVE AN ASS KICKIN' DAY!



**ASS KICKIN'®
HABANERO POPCORN**
Flavor: **Habanero**

Item# **AK760**
Net wt. 3.5 oz. 12/cs
UPC: 089382 114871



**ASS KICKIN'®
BARBECUE POPCORN**
Flavor: **BBQ**

Item# **AK780**
Net wt. 3.5 oz. 12/cs
UPC: 089382 115014



**ASS KICKIN'®
KETTLE CORN POPCORN**
Flavor: **Kettle Corn**

Item# **AK770**
Net wt. 3.5 oz. 12/cs
UPC: 089382 115021



**ASS KICKIN'®
CHILE LIME POPCORN**
Flavor: **Chile Lime**

Item# **AK785**
Net wt. 3.5 oz. 12/cs
UPC: 089382 116370



**ASS KICKIN'®
CHIPOTLE POPCORN**
Flavor: **Chipotle**

Item# **AK784**
Net wt. 3.5 oz. 12 pk
UPC: 089382 116240 - BAG
UPC: 089382 116257 - CASE

**NEW POPCORN
ON PAGE 17**



**ASS KICKIN'®
POPCORN 3 PACK MUSLIN BAG**
1 Each: Habanero, BBQ and Kettle Corn.

Item# **AK781**
Net wt. 10.5 oz. 6/cs
UPC: 089382 115854



**ASS KICKIN'®
ORIGINAL HABANERO
POPCORN
3 PACK**

Item# **AK790**
Net wt. 10.5 oz. 6/cs
UPC: 089382 115397



**ASS KICKIN'®
BARBECUE POPCORN
3 PACK**

Item# **AK792**
Net wt. 10.5 oz. 6/cs
UPC: 089382 115403



**ASS KICKIN'®
KETTLE CORN POPCORN
3 PACK**

Item# **AK791**
Net wt. 10.5 oz. 6/cs
UPC: 089382 115410

**ASS KICKIN'®
MARGARITA MIX**

Item# **AK721**
Net wt. 26 oz. 12/cs
UPC: 089382 112532

**ASS KICKIN'®
CORN CHIPS**
Flavor: **Habanero**

Item# **AK709**
Net wt. 10 oz. 12/cs
UPC: 089382 116110



HAVE AN ASS KICKIN' DAY!®



ASS KICKIN'®
CHILI FIXINS
Flavor: **Habanero**

Item# **AK706**
Net wt. 1 lb. 12/cs
UPC: 089382 112105



ASS KICKIN'®
BEER BREAD
Flavor: **Habanero**

Item# **AK728**
Net wt. 1 lb. 12/cs
UPC: 089382 112082



ASS KICKIN'®
CORN BREAD
Flavor: **Habanero**

Item# **AK707**
Net wt. 1 lb. 12/cs
UPC: 089382 112099



ASS BLASTER®
ORIGINAL CHILI
Flavor: **Habanero**

Item# **AB002**
Net wt. 1 lb. 12/cs
UPC: 089382 116042



KICK BUTT®
RIB RUB
Flavor: **Hickory**

Item# **KB103**
Net wt. 10 oz. 12/cs
UPC: 089382 116219



KICK BUTT®
RIB RUB
Flavor: **Chipotle Honey**

Item# **KB102**
Net wt. 10 oz. 12/cs
UPC: 089382 116202



KICK BUTT®
RIB RUB
Flavor: **Chile Lime**

Item# **KB101**
Net wt. 10 oz. 12/cs
UPC: 089382 116196

SPONTANEOUS
COMBUSTION®
PURE GROUND
HABANERO
Flavor: **Habanero**

Item# **SC206**
Net wt. .75 oz. 12/cs
UPC: 089382 114024



ASS KICKIN'®
CHIPOTLE FISH FRY
SEASONING

Item# **AK779**
Net wt. 12 oz. 12/cs
UPC: 089382 115670

ASS KICKIN'®
ORIGINAL FISH FRY
SEASONING

Item# **AK777**
Net wt. 12 oz. 12/cs
UPC: 089382 115649



ASS KICKIN'®
WAKE YOUR ASS UP
EXTREME COFFEE
Flavor: **Arabica Bean**

Item# **AK816**
Net wt. 16 oz. 12/cs
UPC: 089382 116851



Fax 623-931-9931

www.asskickin.com

HAVE AN ASS KICKIN' DAY!®



**DUMB ASS®
HOT SAUCE**
Flavor: **Habanero**

Item# **DA001**
Net wt. 5 oz. 12/cs
UPC: 089382 114147



**SMART ASS®
HOT SAUCE**
Flavor: **Habanero**

Item# **SA001**
Net wt. 5 oz. 12/cs
UPC: 089382 114192



**LAZY ASS®
HOT SAUCE**
Flavor: **Habanero**

Item# **LA103**
Net wt. 5 oz. 12/cs
UPC: 089382 114314



**PAIN IN THE ASS®
HOT SAUCE**
Flavor: **Habanero**

Item# **PA104**
Net wt. 5 oz. 12/cs
UPC: 089382 114468



**DESERT CREATURES®
BLACK WIDOW'S KISS
HOT SAUCE**
Flavor: **X-tra HOT**

Item# **DC001**
Net wt. 5 oz. 12/cs
UPC: 089382 116011



**DESERT CREATURES®
SCORPION'S STING
HOT SAUCE**
Flavor: **Cajun**

Item# **DC003**
Net wt. 5 oz. 12/cs
UPC: 089382 115991



**KICK ASS®
HOT SAUCE**
Flavor: **Jalapeno**

Item# **AK805**
Net wt. 18 oz. 12/cs
UPC: 089382 116141



**DESERT CREATURES®
SCORPION'S STING
PEANUTS**
Flavor: **Habanero**

Item# **DC005**
Net wt. 12 oz. 12/cs
UPC: 089382 116066

**DESERT CREATURES®
RATTLER'S BITE
HOT SAUCE**
Flavor: **Habanero**

Item# **DC002**
Net wt. 5 oz. 12/cs
UPC: 089382 116004



**DESERT CREATURES®
COYOTE'S HOWL
HOT SAUCE**
Flavor: **Jalapeno**

Item# **DC004**
Net wt. 5 oz. 12/cs
UPC: 089382 115984



HAVE AN ASS KICKIN' DAY!®



**JACK ASS®
HOT SAUCE**
Flavor: **Jalapeno**

Item# **JA802**
Net wt. 5 oz. 12/cs
UPC: 089382 114611



**JACK ASS®
SALSA**
Flavor: **Habanero (packet)**
Item# **JA801**
Net wt. 13 oz. 12/cs
UPC: 089382 114598



**EXTREMELY
HOT!**

**KICK YO ASS®
HOT SAUCE**
Flavor: **Habanero**

Item# **KA001**
Net wt. 5 oz. 12/cs
UPC: 089382 113515



**50 STATE
HOT SAUCE COLLECTION**
Flavor: **Habanero**

Item# **500**
Net wt. 5 oz. 12/cs
UPC: 50 Separate UPC's

**ALL 50
STATES**



**PURE PEPPERS®
HABANERO PEANUTS**

Item# **FP07**
Net wt. 12 oz. 12/cs
UPC: 089382 115601



**PURE PEPPERS®
JALAPENO CHEDDAR
PEANUTS**

Item# **FP08**
Net wt. 12 oz. 12/cs
UPC: 089382 115588



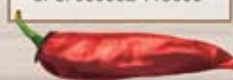
**PURE PEPPERS®
PURE HABANERO**

Item# **FP01**
Net wt. 4 oz. 12/cs
UPC: 089382 114857



**PURE PEPPERS®
PURE CAYENNE**

Item# **FP02**
Net wt. 4 oz. 12/cs
UPC: 089382 115069



**PURE PEPPERS®
PURE JALAPENO**

Item# **FP03**
Net wt. 4 oz. 12/cs
UPC: 089382 115076



Fax 623-931-9931

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HAVE AN ASS KICKIN' DAY!®

NEW ITEMS



ASS KICKIN'®
Habanero Hot Salt
Flavor: **Habanero**

Item# **AK839**
Net wt. 4.25 oz. 12/cs
UPC: 089382 117681



ASS KICKIN'®
Chile Lime Hot Salt
Flavor: **Chile Lime**

Item# **AK840**
Net wt. 4.25 oz. 12/cs
UPC: 089382 117698



ASS KICKIN'®
Chipotle Hot Salt
Flavor: **Chipotle**

Item# **AK841**
Net wt. 4.25 oz. 12/cs
UPC: 089382 117704



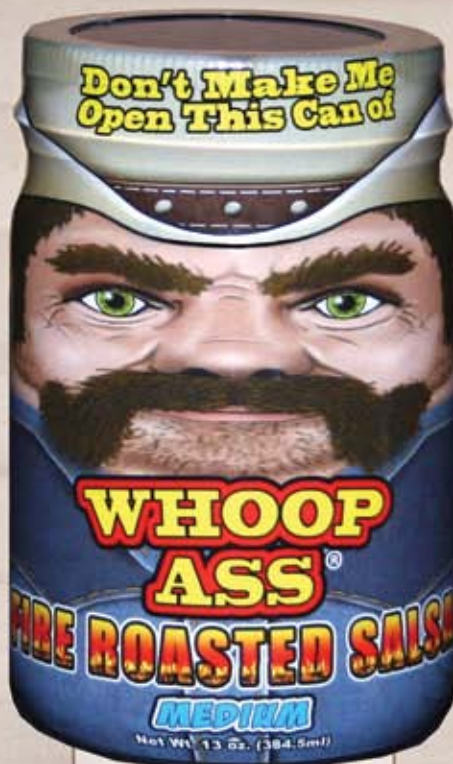
ASS KICKIN'®
Garlic Hot Salt
Flavor: **Garlic**

Item# **AK842**
Net wt. 4.25 oz. 12/cs
UPC: 089382 117711



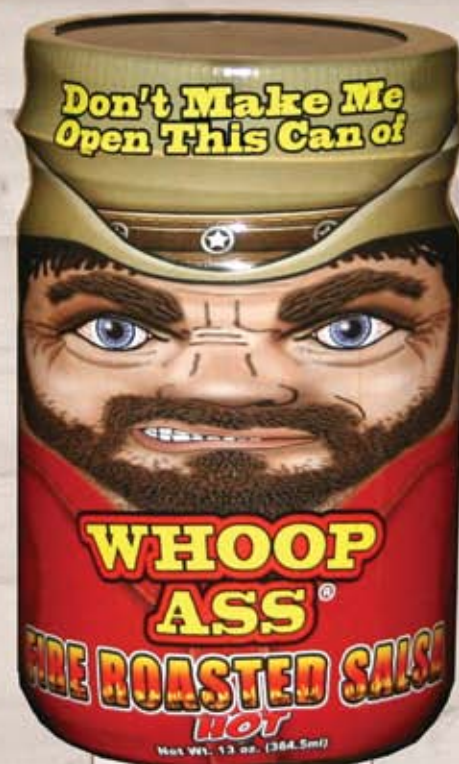
WHOO ASS®
MILD Fire Roasted Salsa
Flavor: **Fire Roasted**

Item# **WA316**
Net wt. 13 oz. 12/cs
UPC: 089382 117735



WHOO ASS®
MEDIUM Fire Roasted Salsa
Flavor: **Fire Roasted**

Item# **WA317**
Net wt. 13 oz. 12/cs
UPC: 089382 117841



WHOO ASS®
HOT Fire Roasted Salsa
Flavor: **Fire Roasted**

Item# **WA318**
Net wt. 13 oz. 12/cs
UPC: 089382 117858

HAVE AN ASS KICKIN' DAY!®

NEW ITEMS



ASS KICKIN'®
Trinidad Moruga
Hot Sauce
Flavor: Trinidad Moruga
Item# AK843
Net wt. 5 oz. 12/cs
UPC: 089382 117728



ZOMBIE
Gut Garnish Hot Sauce
Flavor: Habanero
Item# Z502
Net wt. 5 oz. 12/cs
UPC: 089382 117896

ZOMBIE
Eyeball Elixir Hot Sauce
Flavor: Jalapeno
Item# Z503
Net wt. 5 oz. 12/cs
UPC: 089382 117889



ZOMBIE
Brain Broth Hot Sauce
Flavor: Habanero
Item# Z501
Net wt. 5 oz. 12/cs
UPC: 089382 117902



ZOMBIE
Bottle Holder
8" tall Hand Painted Ploy Resin
Item# GSZOMBIE
Net wt. 3 lb.

ASS KICKIN'®
Chocolate Coated
Corn Crunch
Flavor: Habanero
Item# AK846
Net wt. 8 oz. 12/cs
UPC: 089382 117995
SEASONAL NOV-MAR



HAVE AN ASS KICKIN' DAY!®

EXTREMELY HOT!



HABANERO
HOT SAUCE
FROM HELL®

Item# HH401
Net wt. 5 oz. 12/cs
UPC: 089382 112358

HABANERO
HOT SAUCE
FROM HELL®
DEVIL'S RAGE

Item# HH418
Net wt. 5 oz. 12/cs
UPC: 089382 116981



HABANERO
HOT SAUCE
FROM HELL®
DEVIL'S REVENGE

Item# HH402
Net wt. 5 oz. 12/cs
UPC: 089382 113010



EXTREMELY HOT!



HABANERO
PEANUTS FROM HELL®

Item# HH405
Net wt. 7.25 oz. 12/cs
UPC: 089382 116288

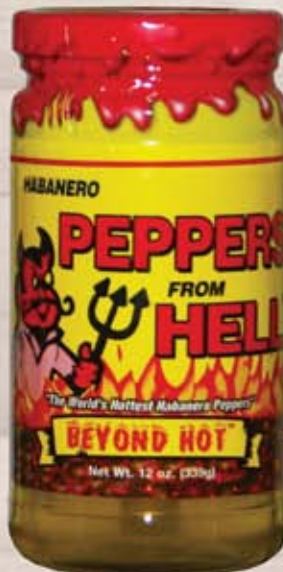


HABANERO
BBQ SAUCE
FROM HELL®

Item# HH407
Net wt. 13 oz. 12/cs
UPC: 089382 112297

HABANERO
STUFFED OLIVES
FROM HELL®

Item# HH410
Net wt. 5 oz. 12/cs
UPC: 089382 112792



HABANERO
STUFFED PEPPERS
FROM HELL®

Item# HH409
Net wt. 12 oz. 12/cs
UPC: 089382 112542



HABANERO
MUSTARD
FROM HELL®

Item# HH403
Net wt. 8 oz. 12/cs
UPC: 089382 112426

HAVE AN ASS KICKIN' DAY!®



HABANERO
SALSA FROM HELL
BEYOND HOT®

Item# **HH406**
Net wt. 13 oz. 12/cs
UPC: 089382 112280

BEYOND HOT
Bloody Mary From Hell®
Gift Pack
Flavor: **Habanero**

Item# **XXXXX**
Net wt. XX oz. XX/cs
UPC: 089382 11XXXX



HABANERO
CHOCOLATE BAR
FROM HELL®

Item# **HH411**
Net wt. 1 oz. 24/pk
UPC: 089382 117308
SEASONAL NOV-MAR



HABANERO
SEASONING FROM HELL®

Item# **HH415**
Net wt. 4.25 oz. 12/cs
UPC: 089382 112839

HABANERO
BLOODY MARY
FROM HELL®

Item# **HH408**
Net wt. 26 fl. oz. 12/cs
UPC: 089382 112228



WATER
RELIEF FROM HELL®

Item# **WATER H2O**
Net wt. 16.9 fl. oz. 24/cs
UPC: 089382 112969

GHOST PEPPER
SALSA FROM HELL
BEYOND HELL®

Item# **HH412**
Net wt. 13 oz. 12/cs
UPC: 089382 117407



ASK ABOUT OUR
WATER BOTTLE
CUSTOM LABEL
PROGRAM

HAVE AN ASS KICKIN' DAY!®

NEW ITEMS

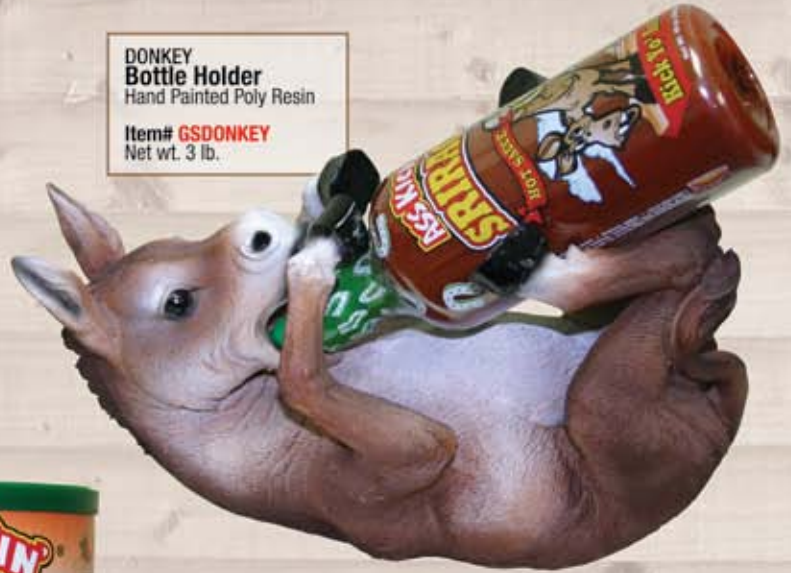


ASS KICKIN'®
Sriracha Hot Sauce
Flavor: Sriracha

Item# **AK844**
Net wt. 18 oz. 12/cs
UPC: 089382 117742

DONKEY
Bottle Holder
Hand Painted Poly Resin

Item# **GSDONKEY**
Net wt. 3 lb.



ASS KICKIN'®
Sriracha Peanuts
Flavor: Sriracha

Item# **AK851**
Net wt. 12 oz. 12/cs
UPC: 089382 118176

ASS KICKIN'®
Ghost Pepper Peanuts
Flavor: Ghost Pepper

Item# **AK852**
Net wt. 12 oz. 12/cs
UPC: 089382 118183



EXTREMELY HOT!



ASS KICKIN'®
Ghost Pepper Hot Sauce
Flavor: Ghost Pepper

Item# **MB817**
Net wt. .75 oz. 24/cs
UPC: 089382 117582



ASS KICKIN'®
Sriracha Hot Sauce
Flavor: Sriracha

Item# **MB844**
Net wt. .75 oz. 24/cs
UPC: 089382 117810

.75 oz.



ASS KICKIN'®
Bacon Hot Sauce
Flavor: Bacon

Item# **MB313**
Net wt. .75 oz. 24/cs
UPC: 089382 117834



ASS KICKIN'®
Chile Lime Hot Sauce
Flavor: Chile Lime

Item# **MB818**
Net wt. .75 oz. 24/cs
UPC: 089382 117827

EXTREMELY HOT!

16

Call Toll Free to Order 1-800-536-3131

HAVE AN ASS KICKIN' DAY!®

EXTREMELY HOT!

SPONTANEOUS COMBUSTION®
Ghost Pepper
Popcorn
Flavor: Ghost Pepper

Item# SC208
Net wt. 3.5 oz. 12/cs
UPC: 089382 118008



ASS KICKIN'®
Sriracha Popcorn
Flavor: Sriracha

Item# AK847
Net wt. 3.5 oz. 12/cs
UPC: 089382 118060



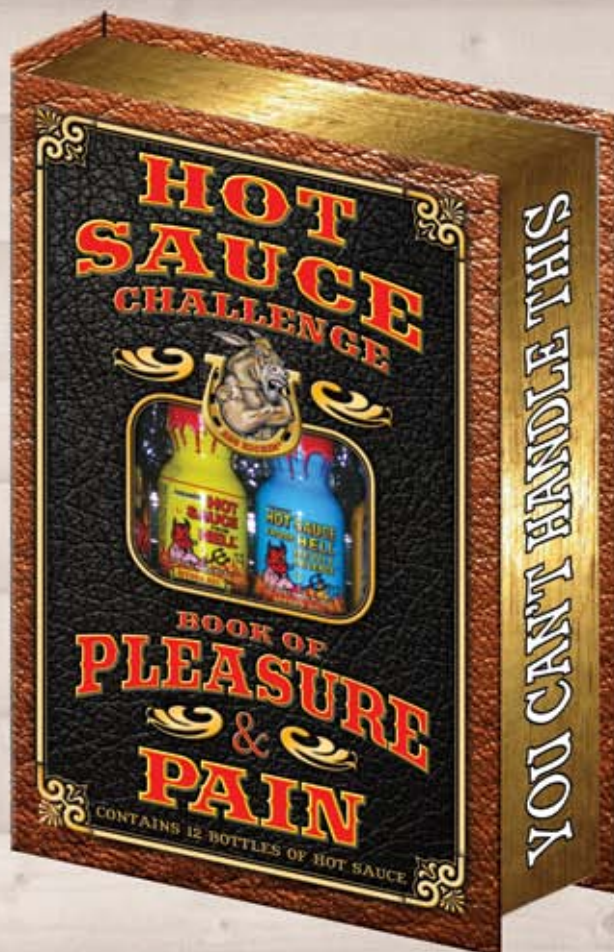
EXTREMELY HOT!



SPONTANEOUS COMBUSTION®
Ghost Pepper Beef Jerky
Flavor: Ghost Pepper

Item# SC207
Net wt. 4 oz. 12/cs
UPC: 089382 117865

NEW ITEMS



INSIDE →

HOT SAUCE 12 PACK
Challenge Book of
Pleasure & Pain

Item# GS633
Net wt. 9 oz. 12/cs
UPC: 089382 118077



HAVE AN ASS KICKIN' DAY!®



**ASS KICKIN'®
TACO SEASONING MIX**

Item# **AK751**
Net wt. 2.88 oz. 6/cs
UPC: 089382 116394

**ASS KICKIN'®
JALAPENO DIP**

Item# **AK752**
Net wt. 2.4 oz. 6/cs
UPC: 089382 116400



**ASS KICKIN'®
VEGETABLE DIP**

Item# **AK750**
Net wt. 2.4 oz. 6/cs
UPC: 089382 116417



**THREE BANDITOS®
SALSA OLIVOS**
Flavor: Black Olives

Item# **TB501**
Net wt. 12 oz. 12/cs
UPC: 089382 112587



**THREE BANDITOS®
SALSA VERDE**
Flavor: Tomatillo

Item# **TB502**
Net wt. 12 oz. 12/cs
UPC: 089382 112433



**THREE BANDITOS®
SALSA HABANERO**
Flavor: Habanero

Item# **TB503**
Net wt. 12 oz. 12/cs
UPC: 089382 112594



**SURRENDER THE BOOTY®
CHILE LIME
HOT SAUCE**
Flavor: Chile Lime

Item# **SB601**
Net wt. 5 oz. 12/cs
UPC: 089382 117315



**SURRENDER THE BOOTY®
GHOST PEPPER
HOT SAUCE**
Flavor: Bhut Jolokia

Item# **SB603**
Net wt. 5 oz. 12/cs
UPC: 089382 117322



**SURRENDER THE BOOTY®
CARIBBEAN RED
HOT SAUCE**
Flavor: Caribbean Red

Item# **SB602**
Net wt. 5 oz. 12/cs
UPC: 089382 117339

GIFT SET



**THREE BANDITOS®
SALSA CANTINA
GIFT SET**
Flavors:
Tomatillo, Black Olive
& Habanero

Item# **GS612**
Net wt. 39 oz. 6/cs
UPC: 089382 117667

BACK

HAVE AN ASS KICKIN' DAY!®

WHOO ASS®
PEANUTS
Flavor: **Habanero**

Item# **WA305**
Net wt. 6 oz. 12/cs
UPC: 089382 113867



WHOO ASS®
CHILI MIX
Flavor: **Habanero**

Item# **WA306**
Net wt. 6 oz. 12/cs
UPC: 089382 114062



WHOO ASS®
JALAPENO STEAK SAUCE
Flavor: **Jalapeno**

Item# **WA309**
Net wt. 12 oz. 12/cs
UPC: 089382 114659



WHOO ASS®
HONEY BBQ WING SAUCE
Flavor: **Honey BBQ**

Item# **WA315**
Net wt. 12 oz. 12/cs
UPC: 089382 117551



WHOO ASS®
CHIPOTLE BBQ SAUCE
Flavor: **Chipotle**

Item# **WA308**
Net wt. 12 oz. 12/cs
UPC: 089382 114635



WHOO ASS® HOT SAUCE
ROASTED ONION
Flavor: **Roasted Onion**

Item# **WA310**
Net wt. 6 oz. 12/cs
UPC: 089382 117414



WHOO ASS® HOT SAUCE
ROASTED GARLIC
Flavor: **Roasted Garlic**

Item# **WA311**
Net wt. 6 oz. 12/cs
UPC: 089382 117421



WHOO ASS® HOT SAUCE
CHIPOTLE FIRE
Flavor: **Chipotle**

Item# **WA312**
Net wt. 6 oz. 12/cs
UPC: 089382 117438



WHOO ASS® HOT SAUCE
BACON
Flavor: **Bacon**

Item# **WA313**
Net wt. 6 oz. 12/cs
UPC: 089382 117445



WHOO ASS® HOT SAUCE
GHOST PEPPER
Flavor: **Ghost Pepper**

Item# **WA314**
Net wt. 6 oz. 12/cs
UPC: 089382 117452

Fax 623-931-9931

www.asskickin.com

HAVE AN ASS KICKIN' DAY!®



ASS KICKIN'® MINI BOTTLE 4 PACK HOT SAUCE

Item# **MB4PK**
Net wt. 3 oz. 12/cs
UPC: 089382 116134



XTREME MINI BOTTLE 4 PACK HOT SAUCE

Item# **MBX4PK**
Net wt. 3 oz. 12/cs
UPC: 089382 116691



ASS KICKIN'® THE ASS FAMILY

Item# **GS602**
Net wt. 20 oz. 6/cs
UPC: 089382 117117



PURE PEPPERS® GIFT SET

Item# **GSFP1**
Net wt. 12.75 oz. 6/cs
UPC: 089382 115625



DESERT CREATURES® 4 PACK HOT SAUCE GIFT SET

Item# **GSDC1**
Net wt. 20 oz. 6/cs
UPC: 089382 116059



ASS KICKIN'® CHILI GIFT SET

Item# **GS618**
Net wt. 2.78 lbs 6/cs
UPC: 089382 116677

HAVE AN ASS KICKIN' DAY!®

ASS KICKIN'®
HOT SAUCE WOOD CRATE
Flavors: **Habanero, Roasted Garlic**
Wasabi & Cajun

Item# **GS620**
Net wt. 20 oz. 6/cs
UPC: 089382 115823

ASS KICKIN' HOT SAUCE



HAVE AN ASS KICKIN' DAY!™

ASS KICKIN'®
SALSA WOOD CRATE GIFT SET
Flavors: **Habanero, Margarita & Roasted Garlic**

Item# **GS622**
Net wt. 39 oz. 6/cs
UPC: 089382 115847

SPECIALTY GOURMET SALSA



HAVE AN ASS KICKIN' DAY!™



WHOOP ASS



DON'T MAKE ME OPEN THIS CAN OF WHOOP ASS

WHOOP ASS
HOT SAUCE WOOD CRATE
Flavors: **Chipotle Fire, Bacon**
& Roasted Garlic

Item# **GS621**
Net wt. 18 oz. 6/cs
UPC: 089382 115830



SURRENDER THE BOOTY
Pirate Hot Sauce
Gift Set

Item# **GS632**
Net wt. 18 oz. 6/cs
UPC: 089382 117766

Fax 623-931-9931

www.asskickin.com

HAVE AN ASS KICKIN' DAY!®



HOT SAUCE
3 PACK GIFT SET
Flavors: Roasted Garlic
Habanero & Cajun

Item# GS601
Net wt. 15 oz. 6/cs
UPC: 089382 112624



HO HO HOT SAUCE®
GIFT SET
Flavor: Jalapeno
& Habanero

Item# GS627
Net wt. 10 oz. 6/cs
UPC: 089382 117124



HOT SAUCE
6 PACK GIFT SET
Flavors: Habanero
Wasabi, Cajun
& Roasted Garlic

Item# GS605
Net wt. 30 oz. 2/cs
UPC: 089382 113058



ASS KICKIN'®
GRILLIN' SAUCE
3 PACK
Flavor: Habanero

Item# GS626
Net wt. 34 oz. 6/cs
UPC: 089382 116233



ASS KICKIN'®
MARGARITA MIX
GIFT PACK
Item# GS613
Net wt. 26 oz. 6/cs
UPC: 089382 113393

HAVE AN ASS KICKIN' DAY!®



**EXTREME
HOT SAUCE 4 PACK**
Flavors: Ass Blaster, Kick Yo' Ass,
Spontaneous Combustion &
Devil's Revenge

Item# **GS630**
Net wt. 20 oz. 6/cs
UPC: 089382 117643

**G
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BACK

**WHOOOP ASS® CORRAL
GRILLIN' SAUCE GIFT SET**
Flavors: Chipotle, Jalapeno
& Honey BBQ

Item# **GS631**
Net wt. 36 oz.
Bar Code: 089382 117650



**ASS KICKIN'®
PEANUT VARIETY
4 PACK**
Flavors: Habanero
Jalapeno Cheddar
Honey Roasted
& Chipotle Honey

Item# **GS606 4PK**
Net wt. 48 oz. 6/cs
UPC: 089382 116318

**ASS KICKIN'®
SNACK TRIO**
Flavor: Habanero

Item# **GS610**
Net wt. 36 oz. 6/cs
UPC: 089382 113287



Fax 623-931-9931

www.asskickin.com

HAVE AN ASS KICKIN' DAY!®



T-SHIRT
ASS BLASTER®
Colors: BLACK, NAVY BLUE
Item# TS1016 S-XXX



ASS KICKIN'® T-SHIRT
ORIGINAL HOT SAUCE
Colors: NATURAL, WHITE
Item# TS1015 S-XXX



ASS KICKIN'® T-SHIRT
TIME FOR ASS KICKIN'
Color: BLACK
Item# TS0007 M-XXXL



T-SHIRT
DUMB ASS® HOT SAUCE
Color: WHITE
Item# TS0009 L-XX



T-SHIRT
SPONTANEOUS COMBUSTION®
Color: BLACK
Item# TS1013 L
TS1014 XL
TS1015 XXL



T-SHIRT
LAZY ASS® HOT SAUCE
Color: NAVY BLUE
Item# TS0005 M-XXL



T-SHIRT
HOT SAUCE FROM HELL®
Color: BLACK
Item# TS0008 L-XX



T-SHIRT
JACK ASS® SALSA
Color: KHAKI
Item# TS0006 M-XXXL



T-SHIRT
ASS KICKIN'® HOT SAUCE
Color: SPORTS GREY
Item# TS0004 M-XXL

HAVE AN ASS KICKIN' DAY!



APRON
CHEF FROM HELL®

Item# TS1004
One Size Fits All

APRON
ASS KICKIN'® CHEF

Item# TS1005
One Size Fits All



THANK YOU!



ASS KICKIN'®
GREETING CARDS

ITEM # DESCRIPTION 12/cs

AKGC1 HAPPY BIRTHDAY
AKGC2 THANK YOU
AKGC6 CONGRATULATIONS
AKGC5 THINKING OF YOU
AKGC4 HAPPY HOLIDAYS

INSIDE



PP3

PP2

PP1

**GROW YOUR
OWN PEPPERS**

CHALLENGE®
WORLD'S HOTTEST PEPPERS
Seeds: Scorpion Pepper, Moruga
Scorpion & Bhut Jolokia

Item# PP3, PP2 & PP1
Net wt. 10 oz. 12/cs



ASS KICKIN'®
COOKBOOK

Item# AKCOOK1
Net wt. 1 lb. 4 oz. 4/cs
UPC: 089382 113003

OVER 200 RECIPES



ASS KICKIN'®
asskickin.com CAP

Item# AKHAT2
One Size Fits All



ASS KICKIN'®
EMBROIDERED CAP

Item# AKHAT
One Size Fits All



Fax 623-931-9931

www.asskickin.com

HAVE AN ASS KICKIN' DAY!®



NEW CUSTOMER STARTER KIT

ITEM#	DESCRIPTION	QTY	PRICE
AK702	Ass Kickin'® Original Salsa	4	\$10.00
AK703	Ass Kickin'® Peanuts	4	\$14.00
AK705	Ass Kickin'® Original Hot Sauce	4	\$ 8.80
AK706	Ass Kickin'® Chili Fixins	4	\$13.20
AK707	Ass Kickin'® Corn Bread	4	\$13.20
AK712	Ass Kickin'® Steak Sauce	4	\$11.04
AK760	Ass Kickin'® Habanero Popcorn	12	\$11.28
AK762	Ass Kickin'® Jalapeno Cheddar Peanuts	4	\$14.00
AK785	Ass Kickin'® Chile Lime Popcorn	12	\$11.28
AK809	Ass Kickin'® Habanero Honey Peanuts	4	\$14.00
SC201	Spontaneous Combustion® Hot Sauce	4	\$13.20
HH401	Hot Sauce From Hell®	4	\$ 8.80
HH406	Salsa From Hell®	4	\$10.00
MB4PK	Mini Bottle 4 Pack	6	\$15.00
MBX4PK	Mini Bottle Xtreme 4 Pack	6	\$15.00
WA312	Whoop Ass® Chipotle Fire Hot Sauce	4	\$12.60
WA305	Whoop Ass® Peanuts	4	\$11.68
WA308	Whoop Ass® Chipotle BBQ Sauce	4	\$14.32
DA001	Dumb Ass® Hot Sauce	4	\$12.60
FP01	Pure Habanero Pepper w/Concho	4	\$16.80

SHIPPING AND HANDLING ANYWHERE IN THE US \$49.20

TOTAL \$300.00



HAVE AN ASS KICKIN' DAY!®



Contact
Customer
Service
for
Display Details
at
1-800-536-3131

Fax 623-931-9931

www.asskickin.com

HAVE AN ASS KICKIN' DAY!®

PRIVATE LABEL HOT SAUCE PROGRAM



5 oz. Habanero Hot Sauce & 5 oz. Jalapeno Hot Sauce

- *Label size: 3" x 5 1/2".
- *Send us the logo you would like to use as well as approximately 50 words of copy for the back of the label.
- *Logo should be 300dpi pdf file.
- *Send file to graphics@asskickin.com.
- *Front panel size for logo is 2" wide by 3" tall.
- *Let us know if you require a UPC code.
- *Case Pack: 12 Bottles per flavor.
- *Unit Cost: \$2.25 per bottle / \$27.00 per case / Minimum Order \$100.00.
- *Provide us with an e-mail address to return the comp for approval.
- *Thank you for your interest in our Private Label Hot Sauce Program.
- *Contact us directly if you need additional information 800-536-3131



SPECIAL PRICES



TRI-PEPPER®
FANCY HOT SAUCE
Flavor: **Habanero,**
Jalapeno and Cayenne
Item# **FP05**
Net wt. 5 oz. 12/cs
UPC: 089382 114864

**100
CASE
MIN**



PURE PEPPERS®
ROASTED & SALTED PEANUTS
Item# **FP10**
Net wt. 16 oz. 12/cs



SAUCY SENORITA®
HOT SAUCE
Flavor: **Jalapeno**
Item#s **SS101**
Net wt. 5 oz. 12/cs
UPC: 089382 114826



SAUCY SENORITA®
HOT SAUCE
Flavor: **Habanero**
Item#s **SS102**
Net wt. 5 oz. 12/cs
UPC: 089382 114819

WHOLESALE PURCHASE INFORMATION

TERMS:

Initial orders must be pre-paid, C.O.D., Visa, MC or Discover. Subsequent orders may be Net 20 upon receipt and approval of SWSF, Inc. credit application. 2% interest penalty will be applied to overdue accounts. If a customer is repeatedly late on payment they will be put on C.O.D. Orders will not be shipped to past due accounts. \$35.00 fee for returned checks.

SHIPPING:

Freight is F.O.B. Goodyear, Arizona. We use FedEx Ground or UPS Ground. 100 wt. begins at 150 lbs. Keep in mind there is an approximate 10% savings over 500 lbs. and will be shipped on an economical freight line.

ORDERING:

Orders may be placed by telephone, fax, e-mail or mail service and are normally shipped within 24 hrs, unless you specify otherwise. Please use the products item number when ordering to ensure accuracy.

MIN ORDER:

\$100.00 minimum. Cases will not be split.

CLAIMS:

All claims for damaged goods must be made by the purchaser with the carrier at the time of delivery. Please retain all packaging material for carriers inspection and to file damage claims. No returns or invoice deductions accepted without prior written approval from SWSF, Inc.

TASTERS:

Tasters are discretionary and provided only upon request on items purchased in quantities of 2 cases or more.

HAVE AN ASS KICKIN' DAY!®



*Southwest
Specialty Food, Inc.*

1-800-536-3131

700 North Bullard Ave.
Goodyear, Arizona 85338
Fax: 623-931-9931



HAVE AN ASS KICKIN' DAY!®

1-800-536-3131

