

Southwest Specialty Food, Inc.



HAVE AN ASS KICKIN' DAY!

700



GIFT SHOP





ASS KICKIN'®

FACTS

- ★ Southwest Specialty Food was established in 1986.
- ★ We produce nearly all products shown in this catalog at our facility in Goodyear, AZ.
- ★ We grow our own Habanero Peppers.
- ★ All of our employees take pride in producing gourmet quality products.
- ★ Our products have free recipes on the labels.
- ★ You can feed our donkeys and mules when visiting our gift shop.
- ★ All orders ship off our dock within 24 hours from the time you place your order, Sun. - Thur.



Q. Are eating Chili Peppers good for your health?

A. Chiles are high in Vitamin A and Vitamin C and are reported to help lower blood pressure!



ASS KICKIN'® ORIGINAL HOT SAUCE
Perfect blend of habanero and serrano peppers. Thick, rich flavor. Perfect for tacos.

Item# AK705, 5 oz.

Ea: \$4.95 Case: \$56.43

Item# MB705 (mini), .75 oz.

Ea: \$1.20



ASS KICKIN'® CAJUN HOT SAUCE
Cajun spices with habanero pepper create this special sauce from bayou country!

Item# AK731, 5 oz.

Ea: \$4.95 Case: \$56.43

Item# MB731 (mini), .75 oz.

Ea: \$1.20



ASS KICKIN'® WASABI HORSERADISH HOT SAUCE

Japanese wasabi horseradish with habanero pepper.

Item #: AK733, 5 oz.

Ea: \$4.95 Case: \$56.43

Item# MB733 (mini), .75 oz.

Ea: \$1.20



ASS KICKIN'® ROASTED GARLIC HOT SAUCE

Unforgettable taste! A garlic lovers delight!

Item# AK732, 5 oz.

Ea: \$4.95 Case: \$56.43

Item# MB732 (mini), .75 oz.

Ea: \$1.20



ORDER NOW 1.800.536.3131

All prices subject to change



3 NEW FLAVORS

ASS KICKIN'® CHILE LIME

Jalapeno peppers and sweet, tart lime. *Perfect on Mexican food!*

Item# AK818, 5 oz.
Ea: \$6.95 Case: \$79.23

ASS KICKIN'® GHOST PEPPER

Do you like it hot? Not for the faint of heart or newby to the world of hot sauces. Bhut Jolokia peppers, also know as Ghost Peppers are delicious and scorchingly HOT!

Item# AK817, 5 oz.
Ea: \$10.95 Case: \$124.83

ASS KICKIN'® CHIPOTLE

The flavor that's sweeping the country. Chipotle, in Spanish means "smoked". One taste will tell you why it's becoming so popular.

Item# AK819, 5 oz.
Ea: \$6.95 Case: \$75.06



4-PACK ASS KICKIN'® HOT SAUCE IN A WOODEN CRATE

Four of our famous Ass Kickin' Hot Sauces served up in a handy wooden crate with rope handle. Contains: Ass Kickin' Original, Cajun, Roasted Garlic and Wasabi.

Item# GS620, 5 oz. ea. Ea: \$19.95

6-PACK HOT SAUCE GIFT SET

The perfect gift for any Hot Sauce connoisseur. Contains: Ass Kickin' Original, Cajun, Roasted Garlic, Wasabi, Hot Sauce from Hell, and Devil's Revenge. Item# GS605, 5 oz. ea. Ea: \$28.95



HOT SAUCES



ASS BRAND

EXTREMELY HOT



A DUMB ASS™ HOT SAUCE

A great gift item for that special someone.

Item# DA001, 5 oz. Ea: \$6.95 Case: \$79.23

B SMART ASS™ HOT SAUCE

Perfect gift for the 'Smart Ass' in your life.

Item# SA001, 5 oz. Ea: \$5.95 Case: \$67.83

C PAIN IN THE ASS™ HOT SAUCE

Great gift for your favorite difficult person!

Item# PA104, 5 oz. Ea: \$5.95 Case: \$67.83

D LAZY ASS™ HOT SAUCE

We all know one of these!

Item# LA103, 5 oz. Ea: \$5.95 Case: \$67.83

E CANDY ASS™ WIMPY HOT SAUCE

The rich taste of serrano peppers makes this a flavorful hot sauce on the mild side.

Item# CA503, 5 oz. Ea: \$4.95 Case: \$56.43

F KICK YO' ASS™ HOT SAUCE

Guaranteed to kick yo' ass! Contains Red Savina Habanero Pepper and 1 million scoville unit capsicum extract. Very Hot!

Item# KA001, 5 oz. Ea: \$5.95 Case: \$67.83

G JACK ASS™ HOT SAUCE

Made with the milder jalapeno pepper, perfect for those who like it on the milder side.

Item# JA802, 5 oz. Ea: \$5.95 Case: \$67.83

EXTREMELY HOT



Q. Is there a rule of thumb about Chili Peppers that we should know?

A. The smaller and thinner the pepper, the hotter it will be!

H ASS BLASTER™ HOT SAUCE W/OUTHOUSE

Ass Blaster comes either by the bottle or packaged with it's own wooden outhouse. Take it from those who know: You're gonna need the outhouse!

Item# AB001 (sauce) 5 oz. Ea: \$6.95 Case: \$79.23

Item# AB003 (w/house) 5 oz. Ea: \$12.95

Item# MB001 (mini) .75 oz. Ea: \$1.20

EXTREMELY HOT



I KICK ASS® HOT SAUCE

Mildly spiced jalapeno hot sauce.

Item# AK805, 18 oz. Ea: \$6.95 Case: \$79.23

ORDER NOW 1.800.536.3131



WHOOOP ASS

HOT SAUCES

**WHOOOP ASS®
SMOKIN' MESQUITE HOT SAUCE**
A taste of the old west! Made from a whoop ass blend of habanero pepper, garlic and natural mesquite flavor.

**Item# WA302, 5 oz.
Ea: \$6.95 Case: \$79.23**

**WHOOOP ASS®
CHIPOTLE FIRE HOT SAUCE**
Made from a whoop ass blend of habanero pepper, roasted garlic and natural chipotle flavor.

**Item# WA303, 5 oz.
Ea: \$6.95 Case: \$79.23**

**WHOOOP ASS®
HICKORY HEAT HOT SAUCE**
This esteemed member of the infamous Whoop Ass® Gang is a blend of habanero pepper, garlic and natural hickory flavor.

**Item# WA304, 5 oz.
Ea: \$6.95 Case: \$79.23**

GET ALL 3 FLAVORS!

WHOOOP ASS® SALOON HOT SAUCE GIFT SET OR A COLLECTORS WOODEN CRATE
All three of the infamous Whoop Ass® Cowboys have claimed their stake at the town's saloon and you best beware they're packin' heat!

**Item# GS611, 5 oz. ea. Ea: \$19.95
Item# GS621 (wooden crate), 5 oz. ea.
Ea: \$19.95**



HO HO HOT SAUCE NICE JALAPENO & NAUGHTY HABANERO

The perfect stocking stuffer for that special someone! Bringing you our new Ho Ho Hot Sauces just in time for the holiday season. Our Ho Ho Hot Sauce Nice flavor with Jalapeno is perfect for mild taste preferences. Go on the wild side with Ho Ho Hot Sauce Naughty flavor with Habanero.

**Item# HS602 (nice), 5 oz.
Ea: \$6.95 Case: \$79.23**

**Item# HS601 (naughty), 5 oz.
Ea: \$6.95 Case: \$79.23**

**Item# GS627 (nice & naughty) 5 oz. ea.
Ea: \$13.95**





EXTREMELY HOT

SPONTANEOUS COMBUSTION® HOT SAUCE
For true palate pyromaniacs. Habanero and capsicum extract.
Item# SC201, 5 oz.
Ea: \$6.95 Case: \$79.23
Item# MB201, .75 oz.
Ea: \$1.20

EXTREMELY HOT



HABANERO HOT SAUCE FROM HELL DEVIL'S REVENGE™
Extremely Hot! Capsicum extract delivers the revenge!
Item# HH402, 5 oz.
Ea: \$6.95 Case: \$79.23
Item# MB402, .75 oz.
Ea: \$1.20



HABANERO HOT SAUCE FROM HELL DEVIL'S RAGE™
Extra Habanero for that intense Habanero heat.
Item# HH418, 5 oz.
Ea: \$6.95 Case: \$79.23



HABANERO HOT SAUCE FROM HELL
This sauce lives up to it's diabolical name. Put the WOW in your food!
Item# HH401, 5 oz.
Ea: \$4.95 Case: \$45.03
Item# MB401, .75 oz.
Ea: \$1.20



4-PACK XTREME MINI-BOTTLE
Hot sauce From Hell, Ass Blaster, Spontaneous Combustion and Devil's Revenge.
Item# MBX 4PK, .75 oz. bottles
Ea: \$5.95

3-PACK HOT SAUCE GIFT SET
3 of our most popular hot sauces. Roasted Garlic, Cajun and Hot Sauce From Hell.
Item# GS601
3, 5oz bottles
Ea: \$15.95



TRI-PEPPER™ FANCY HOT SAUCE
An artful blend of habanero, jalapeno, and cayenne peppers.
Item #: FP05 4.5 oz.
Ea: \$3.95 Case: \$45.03



STATE SERIES™ STATE HOT SAUCES
Item# Name State, 5 oz.
Ea: \$4.95 Case: \$56.43

ASS KICKIN'® MOONSHINE PEPPER MASH
You'll be howling at the moon with this elixir of jalapeno pepper!
Item# AK773, 8.5 oz.
Ea: \$7.95 6/Case: \$45.32



ORDER NOW 1.800.536.3131

Pure
Peppers



PURE PEPPERS GIFT SET

An elegantly packaged gift set of the finest pure peppers available in a wooden gift box. This is a gift that will be remembered and kept as a keepsake long after the peppers have been enjoyed.

Item# GSFP1

Gift Box w/Peppers: \$29.95



HABANERO
Red Savina Pepper

Item# FP01, 4 oz.

Ea: \$7.95

Case: \$90.63



CAYENNE
Gourmet Pepper

Item# FP02, 4 oz.

Ea: \$7.95

Case: \$90.63



JALAPENO
Gourmet Pepper

Item# FP03, 4 oz.

Ea: \$7.95

Case: \$90.63

The donkey or ass, *Equus africanus asinus*.

A male donkey or ass is called a Jack, a female a Jenny or Jennet. A young donkey is a foal. Jack donkeys are often used to produce mules.



DESERT CREATURES™ GIFT SET

Get each of the four flavors together.

Item# GSDC1, Ea: \$15.95



SCORPION'S STING™
CAJUN HOT SAUCE
Flavored with Cajun spices and habanero pepper!

Item# DC003, 5 oz.

Ea: \$4.95

Case: \$56.43



COYOTE'S HOWL™
JALAPENO HOT SAUCE

You'll be howling with pleasure after a taste of this.

Item #: DC004, 5 oz.

Ea: \$4.95

Case: \$56.43



BLACK WIDOW'S KISS™
X-TRA HOT SAUCE

Don't be fooled. Just a 'kiss' is lethal.

Item# DC001, 5 oz.

Ea: \$4.95

Case: \$56.43



RATTLER'S BITE™
HABANERO HOT SAUCE

Habanero Hot! One strike may get you.

Item# DC002, 5 oz.

Ea: \$4.95

Case: \$56.43

A mule is the offspring of a male donkey and a female horse.

John Wayne (the Duke), was an aficionado of the mule and claimed that they were "more patient, sure-footed, hardy and long-lived than horses, and they are considered less obstinate, faster, and more intelligent than donkeys."

SALSA'S



**ASS KICKIN[®]
ROASTED GREEN
CHILE & TEQUILA
SALSA**

Fresh fine roasted green chile's, tomatoes, garlic, onion and a bit of tequila in a habanero salsa.

**Item# AK726, 13 oz.
Ea: \$6.95 Case: \$79.23**

**ASS KICKIN[®]
PEACH RUM SALSA**

Rich chunky and loaded with fresh dried peaches, blended with the hearty taste of rum and habanero.

**Item# AK727, 13 oz.
Ea: \$6.95 Case: \$79.23**

**ASS KICKIN[®]
WHISKEY
PEPPERCORN
SALSA**

Fresh onions, garlic, cilantro, lots of whiskey, red and green peppercorns, and habanero pepper.

**Item# AK725, 13 oz.
Ea: \$6.95 Case: \$79.23**

ORIGINAL ASS KICKIN[®] SALSA

The one that started it all is still one of the best sellers. Thick & chunky, with pinto beans, fresh onion, cilantro, and a special blend of southwestern herbs, spices and habanero pepper make this our signature salsa. You'll love it!

**Item# AK702, 13 oz.
Ea: \$6.95 Case: \$79.23**



ASS KICKIN[®] SALSA GIFT BOX
Enjoy three flavored Ass Kickin[®] Salsa's together in one set: Green Chile & Tequila, Peach Rum and Whiskey Peppercorn.

Item# GS603, 13 oz. jars Ea: \$19.95

SALSA SOMBRERO

Ceramic sombrero chip dish, offered separately. (chips not included).

Item# GS606 Ea: \$17.95



**THREE
BANDITOS
SALSAS**

**"Badges?!
We don't need
no stinkin'
BADGES!!!"**

**(Can you name that movie? It
starred Humphrey Bogart...!)**



**THREE BANDITOS[™]
SALSA HABANERO HOT**

This hothead shoots first, and asks questions later.

**Item# TB503, 12 oz.
Ea: \$6.95 Case: \$79.23**

**THREE BANDITOS[™]
SALSA OLIVOS MILD**

This rich red salsa features the mild taste of olives, from south of the border.

**Item# TB501, 13 oz.
Ea: \$6.95 Case: \$79.23**

**THREE BANDITOS[™]
SALSA VERDE MEDIUM**

Medium heat featuring the tomatillo (green tomato).

**Item# TB502, 13 oz.
Ea: \$6.95 Case: \$79.23**

ORDER NOW 1.800.536.3131



**HABANERO SALSA FROM HELL®
BEYOND HOT®**

This one HOT salsa! We have customers from around the world ordering this magnificent blend of habanero pepper, tomatoes, onions and fresh spices.

**Item# HH406, 13 oz.
Ea: \$6.95 Case: \$79.23**



**HABANERO SALSA FROM HELL®
DEVIL'S REVENGE
BEYOND HELL®**

One scoop of this thick, chunky salsa and you'll look as red as the devil on the label! Loaded with a full 10% habanero. A must for any dedicated HOT salsa fan.

**Item# HH404, 13 oz.
Ea: \$6.95 Case: \$79.23**



**CANDY ASS SALSA®
BLACK BEAN & MANGO**

Can't handle the heat? Our 'Whoop Ass™ Wimpy' Candy Ass Salsa® is just for you!

**Item# CA501, 13 oz.
Ea: \$6.95 Case: \$79.23**

SALSA GIFT SETS

Three of our most popular salsa together in one set: Ass Kickin'® Salsa, Salsa from Hell® and Mild Candy Ass™ Salsa.

Together, a scorching combination that can't be beat!

**Item# GS604,
13 oz. jars
Ea: \$19.95**

**Item# GS622
(w/wooden crate)
13 oz. jars
Ea: \$19.95**



Knowledge vs. Wisdom:

Knowledge is knowing that Tomatoes and Jalapenos are actually fruits, not vegetables.

Wisdom is knowing better than to put them in a fruit salad.

**THREE BANDITOS™
SALSA CANTINA**
Three superb salsa's:
Mild, Medium and Hot!

**Item# GS612
Ea: \$19.95**



JACK ASS SALSA™

This classic rich, chunky salsa includes a wonderful blend of corn, tomatoes and cilantro & packaged with a packet of ground habanero pepper, so you can season to taste!

**Item# JA801, 13 oz.
Ea: \$6.95 Case: \$79.23**



HAVE AN ASS KICKIN' DAY!®



ASS KICKIN'® ORIGINAL HABANERO POPCORN

Enjoy your popcorn & a movie with a real southwest kick. Made with habanero pepper.

**Item# AK760, 3.5 oz.
Ea: \$1.95 Case (12): \$22.23**



ASS KICKIN'® KETTLECORN POPCORN

Our Kettlecorn Popcorn is sweet and salty—not hot. A perfect combo for a night at home with a good movie.

**Item# AK770, 3.5 oz.
Ea: \$1.95 Case (12): \$22.23**



ASS KICKIN'® BBQ POPCORN

Enjoy your popcorn with a freshly barbecued flavor without the heat. Outstanding!

**Item# AK780, 3.5 oz.
Ea: \$1.95 Case (12): \$22.23**



ASS KICKIN'® CHIPOTLE POPCORN

Enjoy some Ass Kickin'® Chipotle Popcorn.

**Item# AK784, 3.5 oz.
Ea: \$1.95 Case (12): \$22.23**



ASS KICKIN'® CHILE LIME POPCORN

Enjoy some Ass Kickin'® Chile Lime Popcorn.

**Item# AK785, 3.5 oz.
Ea: \$1.95 Case (12): \$22.23**



3-PACK ASS KICKIN'® MUSLIN POPCORN
1 each: Habanero, BBQ and Kettle Corn

**Item# AK781 3.5 oz.
Ea: \$5.95**



3-PACK ASS KICKIN'® ORIGINAL HABANERO POPCORN

Item# AK790, 3.5 oz. ea. Ea: \$5.95



3-PACK ASS KICKIN'® KETTLECORN POPCORN

Item# AK791, 3.5 oz. ea. Ea: \$5.95



3-PACK ASS KICKIN'® BBQ POPCORN

Item# AK792 3.5 oz. Ea: \$5.95

January 19 is National Popcorn Day

ASS KICKIN' SNACKIN'!



ASS KICKIN'® BEEF JERKY
ORIGINAL
Item# AK774, 4 oz.
Ea: \$8.95 Case(12): \$102.03



ASS KICKIN'® BEEF JERKY
TERIYAKI
Item# AK776, 4 oz.
Ea: \$8.95 Case(12): \$102.03



ASS KICKIN'® BEEF JERKY
BLACK PEPPER
Item# AK775, 4 oz.
Ea: \$8.95 Case(12): \$102.03



ASS KICKIN'® BEEF JERKY
Made from the highest quality
top round beef available. Aged,
dried and branded with a healthy
dose of habanero... tongue
torching!

Item# AK737, 4 oz. pkg.
Ea: \$9.95 Case: \$113.43

ASS KICKIN'® PEANUTS
Perfect for lunch box or travel.

- Item# AK759, Original
 - Item# AK810, Honey Roasted
 - Item# AK771, Jalapeno Cheddar
 - Item# AK812, Chipotle Honey
- 1 oz. bags Ea: \$.79 Case(24): \$18.96



Jerky was first introduced by the South American (Peru)
native tribe called the Quechua (originally part of the ancient
Inca Empire) as early as 1550. The product was known back
then as Ch'arki.



ASS KICKIN'® ALMONDS
Our Ass Kickin'® Almonds are irresistible! Offered in two
great flavors, these almonds are so tasty you may find
that they become your favorites of the Ass Kickin line of
products. Warning: May become habit forming!

Item# AK794, Hickory Smoked
Item# AK799, Hot n' Spicy
3.5 oz. cans Ea: \$4.95 Case: \$56.43

SNACKS



ASS KICKIN'® PEANUTS
The Original! Grab your favorite beverage and beg for more! Made with hot habanero pepper!

Item# AK703, 12 oz. can Ea: \$6.95 Case: \$79.23
Item# AK807, 3 lb. can Ea: \$15.95



ASS KICKIN'® JALAPENO CHEDDAR PEANUTS
Classic Jalapeno Cheddar flavoring makes these delicious Ass Kickin'® peanuts simply irresistible.

Item# AK762, 12 oz. can Ea: \$6.95 Case: \$79.23
Item# AK808, 3 lb. can Ea: \$15.95



ASS KICKIN'® CHIPOTLE HONEY PEANUTS
Honey and spicy Chipotle pepper make a great combo for these peanuts! Dare you eat just one!

Item# AK811, 12 oz. can
Ea: \$6.95 Case: \$79.23



ASS KICKIN'® HONEY ROASTED PEANUTS
Peanuts loaded with honey n' habanero. These nuts are a perfect mix of heat n' sweet!

Item# AK809, 12 oz. can
Ea: \$6.95 Case: \$79.23



ASS KICKIN'® SNACK MIX
A spicy hot, crunchy combo of peanuts, cashews, sesame sticks, rice crackers and pretzels!

Item# AK722, 10 oz. can
Ea: \$6.95 Case: \$79.23

Adrian Finch of Australia holds the Guinness World Record for peanut throwing, launching a peanut 111 feet and 10 inches in 1999 to claim the record.

4 PACK ASS KICKIN'® PEANUTS GIFT SET
Ass Kickin'® Original, Honey Roasted, Jalapeno Cheddar and Chipotle Honey Peanuts.

Item# GS606, 12 oz. cans Ea: \$28.95

ASS KICKIN'® SNACK TRIO
Ass Kickin'® Honey Roasted Peanuts, Snack Mix and Original Peanuts.

Item# GS610 Ea: \$19.95



ORDER NOW 1.800.536.3131

EXTREMELY HOT



THE WORLD'S HOTTEST PEANUTS
Dry roasted with Habanero and Capsicum extract, extremely HOT!

Item# HH405, 7.25 oz.

Ea: \$6.95 Case: \$79.23



SCORPION'S STING™ PEANUTS
Habanero spice blend sure to sting your tongue.

Item# DC005, 12 oz.

Ea: \$6.95 Case: \$79.23



"DON'T MAKE ME OPEN THIS CAN OF..."
WHOOOP ASS® PEANUTS
If you do, you are gonna need a cool beverage for sure 'cause these babies will whooop yo' ass!

Item# WA305, 6 oz. can

Ea: \$5.95 Case: \$67.83



SPONTANEOUS COMBUSTION® PEANUTS
Our very hottest mix of pepper dusting exclusively for those brave enough to try them.

Item# : SC204, 12 oz. can

Ea: \$6.95 Case: \$79.23



PURE PEPPERS™
JALAPENO CHEDDAR PEANUTS

Peanuts with that great jalapeno cheddar cheese seasoning.

Item# FP08, 12 oz. Ea: \$6.95



PURE PEPPERS™
HABANERO PEANUTS
Gourmet peanuts with the distinctive flavor of red savina habanero pepper.

Item# FP07, 12 oz. Ea: \$6.95

Tom Miller pushed a peanut to the top of Pike's Peak (14,100 feet) using his nose in 4 days, 23 hours, 47 minutes and 3 seconds.



ASS KICKIN'™
CHILE LEMON CORN CRUNCH
Our best corn selection roasted to perfection with our secret blend of spices make this an irresistible snack.

Item# AK766, 2 oz. bag

Ea: \$.89 Case(24): \$21.36



ASS KICKIN'® CASHEWS
These are cashews like you've never had 'em! They pack a powerful punch, so watch out!

Item# AK783, 6 oz. can

Ea: \$6.95 Case: \$79.23



ASS KICKIN'® PISTACHIOS
Hot and dangerous, these premium pistachios have been given one healthy jolt of habanero.

Item# AK715, 12 oz. pkg.

Ea: \$9.95 Case: \$113.43

asskickin.com



An American *classic*....all grown up!

ASS KICKIN® JELLY
10 oz. jars Ea: \$5.95

JALAPENO
Mild and flavorful, perfect for
appetizers or as a meat baste.
Item# AK788

HABANERO
Spicy but not too hot, great served
on cream cheese with crackers.
Item# AK786

CHIPOTLE RASPBERRY
Mild and flavorful chipotle perfect
on your Ass Kickin® peanut butter
sandwich.
Item# AK787



It takes about 596 peanuts
to make a 13 ounce jar of our
peanut butter.

One acre of peanuts will
make 30,000 peanut butter
sandwiches.

ASS KICKIN® PEANUT BUTTER
Made from our original Ass Kickin'
Peanuts. All natural with no added oils
or sugar.

Item# AK800, 13oz. Ea: \$7.95

***Keep out of reach of children!**



ASS KICKIN® JELLY BEANS
All your favorite flavors are here in
our Ass Kickin® jelly beans; orange,
cherry, lemon, lime, pineapple and
licorice. Bursting with habanero for
that extra kick. Fill up your candy
jar and surprise your guests!

Item# AK724, 10 oz. jar
Ea: \$6.95 Case: \$79.23

ASS KICKIN®
CORN CHIPS
Restaurant style corn
chips smothered with our
secret blend of habanero
spices!

Item# AK709, 10 oz. bag
Ea: \$3.95 Case: \$45.03



ASS KICKIN® DIPS
Each makes 6 servings
Ea: \$5.95

TACO SEASONING MIX
Item# AK751, 2.88 oz.



CHIPOTLE DIP
Item# AK755, 3.36 oz.



JALAPENO DIP
Item# AK752,

BARBEQUE DIP
Item# AK758, 4.8 oz.



DILL SEASONING DIP
Item# AK757, 2.4 oz

VEGETABLE DIP
Item# AK750, 2.4 oz.

ORDER NOW 1.800.536.3131



NEW!

ASS KICKIN'® 3 PACK GRILLIN' SAUCE GIFT SET
Our 3 favorite sauces for grilling in ONE gift set box. A 12oz. bottle of Chicken Wing Sauce, a 10oz bottle of Steak Sauce, and a 12oz bottle of Ketchup. ALL with that savory Ass Kickin'® bite we're famous for.

Item# GS626
Ea. \$19.95

NEW!



THE FAMILY REUNION
4, 5oz bottles Gift Set.
This gift set is sure to draw attention when you take it to your next family reunion. This family sure enough gets around, we all know a member or two... or all of them.

Item # GS602 Ea. \$19.95



ASS KICKIN'® POPCORN SEASONINGS
Popcorn, the original snack food. Maybe even the first snack food. We've come up with 6 flavors that will sure to please the popcorn lovers on your list.

3.25oz Jar
Ea: \$4.95 Case: \$56.43



HABANERO
Item# AK710

BACON
Item# AK830

JALAPENO & CHEDDAR
Item# AK826

WASABI
Item# AK829

CHILE LIME
Item# AK827

KETTLE CORN
Item# AK828



ASS KICKIN'® HOT SALTS
14 oz. Ea: \$7.95



CHILE LIME
Item# AK739

HABANERO
Item# AK738

CHIPOTLE
Item# AK740

HABANERO RUB FROM HELL® BEYOND HOT®
Flavor your favorite meats with this rub. Puts a great crust on roasts and chicken. Accentuates the flavors.
Item# HH416, 4.25 oz. Ea: \$4.95 Case: \$56.43

HABANERO SEASONING FROM HELL® BEYOND HOT®
Salt free. Great on poultry, pasta and seafood. Customer writes: "I use it in my beef jerky recipe. WOW, did it ever spice up my taste buds!"
Item# HH415, 4.25 oz. Ea: \$4.95 Case: \$56.43



KICK BUTT™ RIB RUBS
Awesome on the grill. Use on ribs, chicken, fish or pork.
10 oz. Ea: \$7.95 Case: \$90.63



CHILE LIME
Item# KB101

CHIPOTLE HONEY
Item# KB102

HICKORY
Item# KB103



SPONTANEOUS COMBUSTION®
This is the ultimate folks... 100% Pure Red Savina® Habanero Pepper. The world's hottest commercially grown habanero pepper.
Item# SC206, .75 oz.
Ea: \$5.95 Case: \$67.83



ASS KICKIN'® GROUND HABANERO PEPPER
The world's hottest commercially grown habanero; the Red Savina is placed in this 1.25 lb. container for all of your spicy culinary creations.
Item# AK802, 1.25 lbs.
Ea: \$29.95

Chili Peppers made their first appearance around 7,000 BC in Mexico. The first European to "discover" Chili Peppers was Christopher Columbus in America in 1493. It is said that he was actually looking for an alternative to black pepper. What he found was a small hot pod in which he called the "pimiento" after the Spanish word for black pepper. Within a century, chili peppers' popularity had spread worldwide.

ORDER NOW 1.800.536.3131

HAVE AN ASS KICKIN' DAY!®

SEASONINGS
& SAUCES



ASS KICKIN'® CHICKEN WING SAUCE

Beats the original Buffalo Wing sauces by a mile. Cook up some wings and discover a taste pleasure that'll have wing fanatics begging for the recipe!

Item# AK704, 12 oz.
Ea: \$5.95 Case: \$67.83



ASS KICKIN'® TERIYAKI SAUCE

A totally new dimension to stir-fry, tempura, chicken or beef dishes. Makes a great marinade, dip or even a salad dressing

Item# AK718, 12 oz.
Ea: \$5.95 Case: \$67.83



ASS KICKIN'® STEAK SAUCE

This is the sauce steak lovers search the world over for. So hot, it'll take the edge off your steak knife! Also great on chicken or fish!

Item# AK712, 10 oz.
Ea: \$5.95 Case: \$67.83



ASS KICKIN'® KETCHUP

Plain ol' ketchup boring? Not ours... add a totally new dimension to your burgers, french fries and hot dogs. Makes a great cocktail sauce.

Item# AK716, 12 oz.
Ea: \$5.95 Case: \$67.83

Chilli Pepper plants have been around for 100,000 years and are believed to be amongst the earliest cultivated plants. In February 2007 an article in the journal "Science" presented evidence that chile peppers were domesticated in South America at aprox. 6,000 years ago.



HABANERO BBQ SAUCE FROM HELL® BEYOND HOT®

More than 20 herbs and spices go into making this BBQ blaster. On the grill or in the oven, or mix with sour cream for a 'spicy dip from hell'.

Item# HH407, 12 oz.
Ea: \$5.95 Case: \$67.83

ASS KICKIN'® MILD BBQ SAUCE
WOW! This mild BBQ sauce is a must next time you use your grill or broiler.

Item# AK729, 12 oz.
Ea: \$5.95
Case: \$67.83



SPONTANEOUS COMBUSTION® CHICKEN WING SAUCE

This wing blaster is loaded with the red savina habanero, pure capsicum extract and natural butter flavor. Very Hot!!!

Item# SC205, 12 oz.
Ea: \$5.95 Case: \$67.83



SEASONINGS
& SAUCES



WHOOOP ASS GRILLING SAUCES



WHOOOP ASS®
JALAPENO STEAK SAUCE

"There's no finer steak sauce with a kick of jalapeno flavor. It will whoop yo' ass just like I whooped them bandits below."

Item# WA309, 13 oz. Ea: \$6.95

WHOOOP ASS®
HABANERO CHICKEN WING SAUCE

"No use 'winging it' - With my 'Whoop Ass Habanero Wing Sauce' you'll be ready to handle any bandito in the territory."

Item# WA307, 13 oz. Ea: \$6.95

WHOOOP ASS®
CHIPOTLE BBQ SAUCE

"After a day of barbecuing them bandits, I get a powerful hankering for some grub. That's when my ol' Whoop Ass Chipotle BBQ Sauce really comes in handy."

Item# WA308, 13 oz. Ea: \$6.95



GET ALL 3 FLAVORS!

WHOOOP ASS® CORRAL
Jalapeno Steak Sauce,
Habanero Chicken Wing
Sauce & Chipotle BBQ!

Item# GS616 Ea: \$22.95

The early bird might get
the worm, but the second
mouse gets the cheese.



ASS KICKIN'® MUSTARD
Ass Kickin'® Mustard with
that unforgettable kick yo' ass
HOT taste!

Item# AK713, 8 oz.
Ea: \$4.95 Case: \$56.43

In one year at New York's
Yankee Stadium more than
1,600 gallons plus 2,000,000
individual packets of mustard
are consumed.



HABANERO MUSTARD FROM HELL®
BEYOND HOT™

Our famous FROM HELL spices in a
most unique mustard. Watch out...
it's the world's hottest mustard!

Item# HH403, 8 oz.
Ea: \$4.95 Case: \$56.43

ORDER NOW 1.800.536.3131



HABANERO STUFFED OLIVES FROM HELL® BEYOND HOT™
 Martinis will never be so potent as embellished with an olive from hell. Relishes rarely as different!
Item# HH410, 5 oz.
Ea: \$6.95 Case: \$79.23



HABANERO PEPPERS FROM HELL® BEYOND HOT™
 Look out! This is the **WHOLE PEPPER!** Add 'em to taco meat, burros, eggs, guacamole... or cut and sprinkle on nachos.
Item# HH409, 12 oz.
Ea: \$5.95 Case: \$67.83



ASS KICKIN'® COOKBOOK
 You'll love putting our Ass Kickin' products into various masterpieces of culinary delight with our Ass Kickin'™ Cookbook. Over 180 tantalizing south-of-the-border recipes that can be made kick-yo-ass hot or as mild as you like!
Item# AKCOOK1 Ea: \$16.95



ASS KICKIN'®
MINI-BOTTLE 4 PACK
 All four flavors: AK original, Roasted Garlic, Wasabi Horseradish & Cajun.
.75oz bottles
item#: MB4PK
Ea: \$5.95



XTREME
MINI-BOTTLE 4 PACK
 Hot Sauce From Hell, Ass Blaster, Spontaneous Combustion & Devils Revenge.
.75oz bottles
item#: MBX 4PK
Ea: \$5.95

SPOILED ROTTEN ASS KICKIN'® ASSES, MULES & HORSES
 Spoiled beyond belief, these beasts are on display in the pasture in front of our Ass Kickin' Gift Shop for all to see, pet and feed. All 9 critters have serious carrot addictions. They're brushed, petted and consulted daily for hot sauce ideas. All five asses are fluent in English AND Spanish. Honey, Pepper, Habanero, Hersey, and Salsa spend their days rough housing with each other and playing tag with their Mule buddies Babe, Curly Bill, Molly and Flapjack. (at 27 years old, Flapjack is the pasture patriarch) An equally spoiled horse named Dakota rounds out this lovable group. Dakota does not speak.

Item# SRA001, 350 lb. to 1/2 ton
Ea: Not For Sale



Curly Bill, taunting the photographer with "You can't catch me!", (one of their very favorite games). Offering a carrot is considered cheating and cause for an Ass Kickin'®.



Looking for Flapjack's lost contact lens.

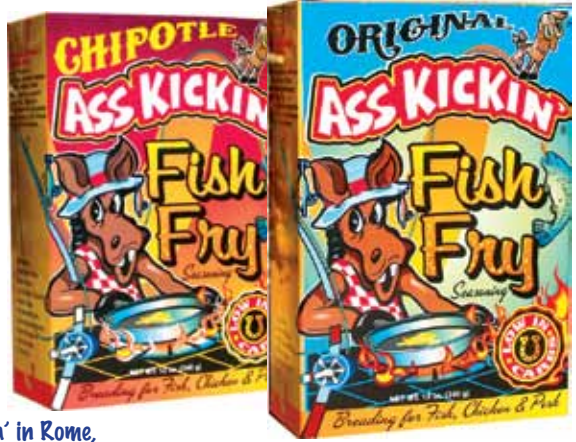


"Pareció!" ("I found it!")



ASS KICKIN'®
CHIPOTLE FISH FRY
 Chipotle flavored breading for frying.
Item# AK779, 12 oz. Ea: \$5.95

ASS KICKIN'®
ORIGINAL FISH FRY
 Original seasoned breading for frying.
Item# AK777, 12 oz. Ea: \$5.95



During the filming of the movie 'Cleopatra' in Rome, Italy during the 1960s, Elizabeth Taylor had chili from Chasen's Restaurant in Los Angeles flown in daily.



ASS KICKIN'®
BEER BREAD
 A full flavored bread mix which includes a packet of habanero pepper so you can flavor to taste. Packaged in a muslin bag. You've got to taste it!
Item# AK728, 1 lb. Ea: \$5.95 Case: \$67.83

ASS KICKIN'®
CORN BREAD
 A full flavored bread mix which includes a packet of habanero pepper so you can flavor to taste. Packaged in a muslin bag. Great gift idea!
Item# AK707, 1 lb. Ea: \$6.95 Case: \$79.23

ASS KICKIN'®
CHILI FIXINS
 Arizona spices make up a bowl of red chili that is beyond compare. Masa four, habanero peppers, pinto & black beans packaged separately in a Southwest muslin bag.
Item# AK706, 1 lb. Ea: \$6.95 Case: \$79.23



ASS KICKIN'® **CHILI GIFT SET**
 Contains one Ass Kickin' Chili Fixin's, Corn Bread and our Original Ass Kickin' Hot Sauce.
Item# GS618 Ea: \$16.95



ASS BLASTER™
ORIGINAL CHILI
 Contains pinto beans, black beans and all the spices to make one gallon of 'Ass Blasting' awesome chili!
Item# AB002, 1 lb. Ea: \$6.95 Case: \$79.23



WHOOOP ASS® **CHILI MIX**
 "Don't make me open this can of Whoop Ass Chili Mix" we are told. Heat this great chili with our separate habanero pepper to taste!
Item# WA306, 6 oz. Ea: \$5.95 Case: \$67.83



ASS KICKIN'® CAJUN RED BEANS AND RICE

Item# AK 813, Ea: \$6.95



ASS KICKIN'® GREEN CHILE RICE

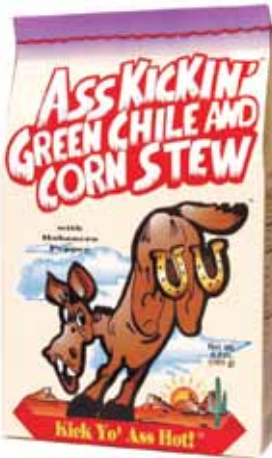
Item# AK 815, Ea: \$6.95



ASS KICKIN'® SPANISH RICE

Item# AK814, Ea: \$6.95

It is estimated that it takes 2,000 to 5,000 tons of water to produce a ton of rice. One seed of rice yields more than 3,000 grains. It is the highest yielding cereal grain and can grow in many kinds of environments and soils, which is why it is grown everywhere. Rice is grown on every continent except Antarctica..... September is National Rice Month.

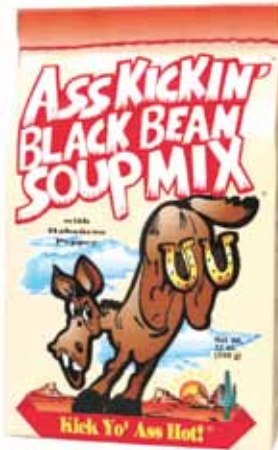


ASS KICKIN'® GREEN CHILE & CORN STEW

Add as much habanero as you wish for an exquisite stew with flour tortillas. Add chicken and make a fantastic casserole!

Item# AK735, 6.5 oz.

Ea: \$5.95 Case: \$67.83

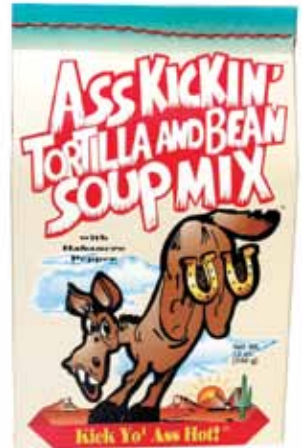


ASS KICKIN'® BLACK BEAN SOUP MIX

Make your own hot, hearty, thick and delicious bowl of soup. A separate pouch of habanero... spice to taste. Two great recipes included!

Item# AK714, 12 oz.

Ea: \$5.95 Case: \$67.83



ASS KICKIN'® TORTILLA & BEAN SOUP MIX

A wonderful tortilla soup mix with everything you need. A separate pouch of habanero—spice to taste. Two great recipes included!

Item# AK734, 12 oz.

Ea: \$5.95 Case: \$67.83



EVERYONE KNOWS SOMEONE!

PERSONALIZED HOT SAUCE

We all know and love at least one, if not all on this Ass List. So why not have some fun with it? You send us a photo and we turn it into one of four labels. The goofier the photo, the funnier the finished product.

We tease the ones we love.

Show that Pain In The Ass that you love em'!

Big Ass Item# PBA001	\$10.95
Pain In The Ass Item# PPA001	\$10.95
Lazy Ass Item# PLA001	\$10.95
Dumb Ass Item# PDA001	\$10.95



Don't hesitate calling our friendly customer service department if you have questions about any of our products. We run weekly specials that you can order over the phone or on our website.

Toll Free - 1-800-536-3131

Local AZ - 623-931-3131

www.asskickin.com

find us on FaceBook!



Did you know that wild donkeys are so smart that within a few weeks of captivity, they can train people (young AND old alike) to stand at the edge of their pasture and feed them carrots, apples and water melon?

ORDER NOW 1.800.536.3131



TOLL FREE ORDERS

1-800-536-3131

Visit our website at www.asskickin.com

Southwest Specialty Food, Inc. • 700 N. Bullard Ave. Goodyear, Az 85338



ORDERED BY:

Name _____ Phone (____) _____

Address _____

City _____ State _____ Zip _____

SHIPPED TO (only if different)

Name _____ Phone (____) _____

Address _____

(No P.O. boxes please)

City _____ State _____ Zip _____

ITEM	DISCRIPTION	QTY. EACH	QTY. CASE	PRICE	TOTAL

Check Money Order Visa Discover Mastercard

Card #

Exp. Date
Month Year

Name (as it appears on card)

Signature

Subtotal

AZ Res. add
9.8% tax

SHIPPING

**2nd day Air charges
(call customer service)

AK, HI - postal service
(priority mail)

Gift wrap (add \$3.50 per gift)

Call
Customer
Service

Total

**For 2nd Dar Air orders - We will bill ACTUAL Air Shipping charges. Customer Service Reps. will give you actual charges at the time of your order. Postal Service Priority Mail to ALaska and Hawaii and International shipments, including Canada: Actual postage will be charged on credit card at time of shipment, please specify air on surface. Prices are subject to change. No P.O. boxes please.



TOLL FREE ORDERS

1-800-536-3131

Visit our website at www.asskickin.com

Southwest Specialty Food, Inc. 700 N. Bullard Ave. Goodyear, AZ 85338



SPECIALTY FOOD, INC.

GIFT ORDERS:

We have included additional space here if you have more than one shipping address for us to deliver to. Please follow the same steps as the preceding page.

2nd SHIPPING ADDRESS

Name _____ Phone (____) _____

Address _____
(No P.O. boxes please)

City _____ State _____ Zip _____

ITEM#	DISCRIPTION	QTY. EACH	QTY. CASE	PRICE	TOTAL

If your friends or relatives like spicy foods, please send us their names and addresses and we'll send them our catalog. And we NEVER sell or share this information with anybody. (ever) Thanks!

Name _____

Address _____

City _____

State, Zip _____

Phone (____) _____

Name _____

Address _____

City _____

State, Zip _____

Phone (____) _____

Subtotal	
AZ Res. add 9.8% tax	
SHIPPING	
**2nd day Air charges (call customer service)	
AK, HI - postal service (priority mail)	
Call Customer Service	
Gift wrap (add \$3.50 per gift)	
Total	

SHIPPING & HANDLING CHARGES	
Subtotal	Add
Up to \$10.99	\$ 5.95
\$11.00 to \$18.99	\$ 6.95
\$19.00 to \$30.99	\$ 7.95
\$31.00 to \$40.99	\$ 8.95
\$41.00 to \$50.99	\$ 9.95
\$51.00 to \$70.99	\$10.95
\$71.00 to \$90.99	\$15.95
\$91.00 to \$121.99	\$20.95
Over \$122.00	\$29.95



ASS KICKIN'® MARGARITA MIX

Bottoms up margarita lovers! Just add this mix with any good tequila and you've got yourself the world's best margarita! No bartending experience required. Contains habanero pepper for that unique pepper-ita tradition.

**Item# AK721, 26 oz.
Ea: \$7.95 Case: \$100.42**



**ASS KICKIN'® MARGARITA MIX
GIFT PACK**

Comes with Ass Kickin'® Margarita mix and two "Have an Ass Kickin' day!" Margarita Glasses!

Item# GS613 Ea: \$19.95

The original Margarita was invented in 1948 by socialite Margarita Sames. According to the legend it was during a party at her cliffside hacienda in Acapulco that Margarita began experimenting. She mixed Tequila Herradura, Cointreau and fresh lime juice. Today the Margarita is the #1 most popular cocktail in the U.S.

HABANERO BLOODY MARY FROM HELL® BEYOND HOT®

There's no better bloody mary on the planet! Just add vodka and a celery stick and tell them the devil made you do it! Add tequila for a 'bloody devil'. Add this mix to your spaghetti sauce or barbeque... smooth and hot!

**Item# HH408, 26 oz.
Ea: \$7.95 Case: \$100.42**



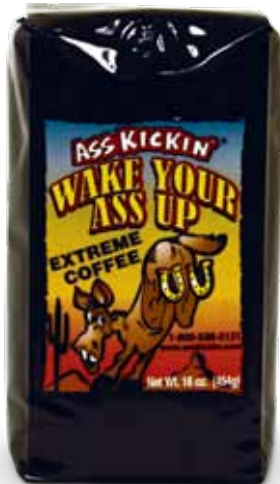
It has been estimated that about 1/3 of the tap water used for drinking in North America is used to brew coffee.



**ASS KICKIN'® H2O / RELIEF FROM
HELL® WATER**

Reverse Osmosis water to quench that Ass Kickin'® thirst!

**Item# WATER, 16.9 oz.
Ea: \$1.99**



**EXTREME COFFEE
WAKE YOUR ASS UP**

100% Arabica coffee, shade grown, fresh roasted & ground.

Item# AK816, Ea: \$13.95



**KICK ASS® ENERGY SHOT
FEEL THE KICK!**

Each 2 oz shot contains; 100 mg Caffeine, Vitamin B12, B3, B5, B6, Coenzyme and more to Energize your day.

Item# KA002, Ea: \$2.95



HABANERO GIFT BASKET FROM HELL®

You'll be all set for an extended stay 'down under' with this collection. Contains our numero uno scorching habanero pepper 'From Hell'® Salsa, Hot Sauce, Devil's Revenge Hot Sauce, Mustard and BBQ Sauce.

Item# GB609 Ea: \$29.95



ASS KICKIN'® GIFT BASKET

Five of our best Ass Kickin'® products go into this fine gift basket that will surely send shock waves through the lucky crowd that indulges. Contains: Original Ass Kickin'® Salsa, Peanuts, Chili Fixins, Hot Sauce and Beef Jerky.

Item# GB612 Ea: \$32.95

ASS KICKIN'® SNACKIN' BASKET

A great gift! Fantastic Ass Kickin'® munchies with Peanuts, Snack Mix, Corn Chips, Beef Jerky and Jelly Beans. Send this one to your favorite office or sports fanatic!

Item# GB614 Ea: \$32.95





FROM HELL® APRON (WHITE)

Item# TS004, Ea: \$12.95

DAD'S TURN TO COOK™ APRON (WHITE)

Item# DT906, Ea: \$12.95

ASS KICKIN® APRON (WHITE)

Item# TS005, Ea: \$12.95



ASS KICKIN® HAT (BLACK)

Item# AKHATL, \$17.95

An acre of cotton is enough to make 1200 t-shirts.

The first screen printing machine was patented in 1969 by Andy Warhol. However, the screen printing practice itself dates back to the Song Dynasty which reigned in China from 960 AD to 1279 AD.



A SPONTANEOUS COMBUSTION® (BLACK)

Colorful Spontaneous Combustion® Hot Sauce design.

Item# TS1013L \$9.95
Item# TS1014XL \$9.95
Item# TS1015XXL \$11.95

B ASS KICKIN® ORIGINAL (GREY)

Nice 'distressed' look with Ass Kickin® Hot Sauce on the front.

Item# TS0004L \$9.95
Item# TS0004XL \$9.95
Item# TS0004XXL \$11.95

C TIME FOR SOME ASS KICKIN® (BLACK)

A home town favorite. "Time for some Ass Kickin®" on the front; Colorful Ass Kickin® Donkey Logotype on the back.

Item# TS0007L \$9.95
Item# TS0007XL \$9.95
Item# TS0007XXL \$11.95

D DUMB ASS™ HOT SAUCE (WHITE)

Item# TS0009L \$9.95
Item# TS0009XL \$9.95
Item# TS0009XXL \$11.95

E JACK ASS™ SALSA (KHAKI)

A Classic! Our Jack Ass® Salsa design is printed on the front of a khaki colored shirt in attractive earth tones.

Item# TS0006L \$9.95
Item# TS0006XL \$9.95

F LAZY ASS® HOT SAUCE (NAVY)

You'll be proud to wear this Lazy Ass® Hot Sauce t-shirt, printed with bright colors.

Item# TS0005L \$9.95
Item# TS0005XL \$9.95
Item# TS0005XXL \$11.95

G VINTAGE FROM HELL® (BLACK)

A great t-shirt from Hell in black. Both front & back designs are sure to get attention.

Item# TS0008L \$9.95
Item# TS0008XL \$9.95
Item# TS0008XXL \$11.95

INTRODUCING



The Family Reunion

4, 5oz bottles Gift Set.

This family sure does get around! Seems like everybody knows at least one of them (if not ALL of them). This set is the perfect gift for those friends with a great sense of humor about their own personality.

Item # GS602 Ea. \$19.95

www.asskickin.com



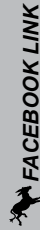
MANAGERS SPECIALS



NEW ITEM RELEASES



RECIPES



FACEBOOK LINK



GIFT CERTIFICATES

.75oz Hot Sauce Mini Bottles



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Goodyear, Arizona 85338

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PAID
Goodyear, AZ
Permit #67

OR CURRENT OCCUPANT