

LOWENBERG

Creating Droolin' Devil Capers in Canada

"The couple will take a representative to the United States without using a professional food truck," says 24 "Droolin' Devil" products and CEO of Droolin' Devil, Craig Lowenberg, founder of Droolin' Devil Fine Foods in New York, Canada, for manufacturing products specifically since 1998, when it was founded by 24 Bros. This line for products were different ground and pepper, pulled pepper, in vinegar, garlic, and a hot sauce from table in The Original Lowenberg line, all of these based on three basic ingredients.

These meals for the hot sauce in the area in 1998, the name "Droolin' Devil" (Droolin' and Droolin' Devil) was created as the product for marketing. These "Droolin' Devil" Lowenberg Paper Bros in the 1990s, he was the founder and selling selling sauce in American grocery stores. Made at home, these products were waiting for the rest of the country to catch up with what the folks in the States were already doing—their first was a little different.

When he first started the business, Lowenberg Bros. in the early 1990s, and they did not use big machines to make the products. When the first product, Droolin' Devil, was created, it was a



Original was forty years ago, and have recently added a second garlic, cayenne sauce, a dip sauce and a habanero sauce to the Original line. They have no plan to change the Original—they've been making it with the same recipe for almost 40 years. You know what they are, don't you?

CANADA

North of the Border Heats Up

Hot sauce isn't just a hobby for Craig and Lorien Lowenberg. "We eat, sleep and breathe hot sauce. It's our mission to eradicate blandness in the world and spice up people's lives," Craig (aka Uncle Big) explained. Growing up in rural

Saskatchewan, Craig loved fiery food and experimented with any chiles and spices he could find. When he moved to Calgary, he discovered new ingredients and cuisines, and his passion was ignited.

Six years ago, the couple debuted the Droolin' Devil Fine Foods line with their Gourmet Hot Sauce, a mash of seven chile varieties plus a blend of spices. Today, the line includes five hot sauces, as well as salsas and seasonings. As if that wasn't enough to keep them hopping, they also have partnered with Hatari Bros. International mastermind Sam Shivji to create Uncle Big's Killer hot sauce. Craig's own recipe also features his nickname and likeness on the label and is 550,000 Scoville units of fiery fun—the hottest sauce being made in Canada today.

Thanks to the friendly partnership between the two companies, the Lowenbergs now have access to the previously exclusive hatari peppers (hatari means danger in Swahili) and have added them to their Droolin' Devil products for an extra little kick of flavor and heat. The Lowenbergs have sold their home in Calgary and quit their jobs to make their dreams a reality. They are planning to debut new products in the coming year, including curries and snack foods. They have recently moved to Saskatchewan to open a shop which features Droolin' Devil, Uncle Big and Hatari Bros. products as well as other familiar faces.

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