



## Press Release

### **TRINIDAD & TOBAGO LOCAL HOT PEPPER SAUCES, BERTIE'S AND HABENERO TRINIDAD SECURE THEIR SPOT ON THE HOT TABLE FOR HOT ONES CARIBBEAN**

**April, 2021 (Trinidad & Tobago, WI.)** – Two local Pepper Sauce brands Bertie's and Habanero Trinidad will be on the Hot Table for Hot Ones Caribbean. Since the announcement that TEMPO Networks has partnered with COMPLEX Networks to launch a Caribbean version of the award-winning show Hot Ones, Caribbean Pepper Sauce Manufacturers locally, regionally and internationally have been vying to land a spot on the Hot Table for the inaugural season.

Locally, Bertie's Pepper sauce, the first to sign on and be selected, was established in 2004 in the family's kitchen and boasts of its perfect balance of hot, flavorful, local homemade taste. From their kitchen to our homes, today Bertie's can be found in almost all the major supermarkets in Trinidad and Tobago. Logan Steuart, Sales Director of Bertie's Pepper Sauce, said "He is thrilled to be on the Hot Table, long-time fans of the original Hot Ones Series, we jumped at the opportunity of being on the Caribbean version of the show, we have always looked for new ways to expand and communicate to our current and potential customers. Hot Ones Caribbean will allow Bertie's to showcase our products to both a regional and worldwide audience, which is both a new and exciting venture we are ready for."

Bringing more heat to the table, with a balance of fiery heat and flavour is locally produced pepper sauce, Habanero Trinidad, made using the world's second hottest pepper, the Trinidad Moruga Scorpion Pepper. With distributors in New York, Florida and St. Maarten, a supplier for two local hotel chains, fast food outlets and manufacturer of the legendary pepper sauce from the Calypso Queen herself, Calypso Rose, called "***Scorpion Fire Fire***", Habanero has been in the Pepper business for almost a decade. It is therefore no surprise that Habanero is on the Hot Table.

When asked how she feels about being involved in Hot Ones Caribbean, Sharon Chautilal, Director of Habanero Trinidad, said "I feel very passionate about what I do and have always said that the way the world view pepper/hot sauce is different to how we view and feel about pepper sauce in the Caribbean. It is more than just a product, it is a part of our culture". It is an entire experience which includes "Caribbean Arts, Entertainment, Culture and Cuisine -- we share TEMPO Networks' vision and believe that this partnership will give the Caribbean people the opportunity to share their stories to the world and help achieve this mandate," said Chautilal.

In connection with the export, marketing and promotion regionally and internationally of the local brands featured on the Hot Ones and its own Caribbean Pepper Sauce brand, TEMPO is in discussions with exporTT Ltd., the trade policy implementation agency of the Ministry of Trade. exporTT 's General Manager (Ag), Mr Dhanraj Harrypersad said "Pepper and pepper sauce in Trinidad and Tobago are products ingrained in our culture and act as the ultimate differentiator in export markets". When asked about the benefits of diversifying a product like TEMPO's Hot Ones Caribbean Show, to develop and export local Pepper sauce for the food sector, to service new markets, Harrypersad stated "at exporTT, we support local companies to get their products to far-flung places so customers can satisfy their pepper cravings. This programme and its reach will be instrumental in bringing clients and pepper enthusiasts in contact with our manufacturers and products. We are happy to partner with TEMPO and Complex to add some 'Trini' flavour to the world!"

Film TT, the Trinidad & Tobago state agency established in 2006 to facilitate the growth and development of the film and audio-visual sector in Trinidad & Tobago, is providing critical support to TEMPO to facilitate the local production needs. With regards to developing content that markets and promotes the local production of the local pepper sauces featured, Leslie-Ann Wills-Caton - General Manger FilmTT stated, "This is the kind of embedded marketing that FilmTT is always seeking to promote and share with the private sector. Product placement can boost sales, facilitate brand goodwill and aid brand awareness. We are excited to partner with TEMPO and Complex to help facilitate this opportunity for our local pepper sauce manufacturers."

TEMPO Founder & CEO and Producer of the Hot Ones Caribbean, Frederick A. Morton Jr., indicated that "as the TEMPO team revs up in production and the excitement mounts for the summer launch of the Hot Ones, we are super-excited to welcome both Bertie's and Habanero Trinidad to the Hot table -- I personally look forward to placing an international spotlight on (and trying) all of our terrific brands locally from Trinidad & Tobago and from throughout the Caribbean and diaspora, as I am convinced, we have the best in the world".

## **ABOUT HOT ONES**

**Hot Ones** is a [YouTube web series](#), created by Christopher Schonberger and produced by [First We Feast](#) and [Complex Media](#). First We Feast founded in 2012 views food as an illuminating lens into pop culture, music, travel and has curated a slate of food driven franchise like Hot Ones, *Food Grails*, *The Burger Show*, *Food Skills*, and *Feast Mansion*. Hot Ones basic premise involves celebrities being interviewed by host [Sean Evans](#) over a platter of increasingly spicy [chicken wings](#). Hot Ones has had over 1 billion views on the web and won the 2018 Shorty Award for Best Web Series, the 2019 Webby Award for Food & Drink. Host Sean Evans won the 2018 and 2019 Webby Award for Best Web Personality/Host. Additionally, First We Feast received the 2014 James Beard Award for "Best Food Blog" and the 2019 James Beard Award for "Best Online Video, on Location."

## **ABOUT TEMPO NETWORKS**

Founded in 2005, TEMPO Networks is the Caribbean's leading television, media & entertainment life-style brand capturing Caribbean life & culture worldwide. With its flagship 24/7 linear TV station broadcasting throughout the Caribbean and the USA on cable to over 4M viewers, TEMPO produces popular Caribbean life-style content, featuring travel, tourism, music, cuisine, pop-culture and diaspora life. TEMPO is presently developing its streaming platform, currently available on Apple, Android, Amazon Fire, etc., with an exciting and ground-breaking slate of original and exclusively curated programming and content for the very significant and varied worldwide demographic who love and enjoy all things Caribbean.

## **ABOUT COMPLEX NETWORKS**

Complex Networks champions the people, brands and new trends you need to know now, will obsess over next, and we build consumer universes around them. We're what a modern entertainment company looks like and what others have followed since 2002. From pop culture and style (Complex), food entertainment (First We Feast), music discovery (Pigeons and Planes), sneaker news (Sole Collector) to our festival of cultural convergence (ComplexCon) — if you want to be part of what's next and build valuable relationships with the audiences who live in it, come to Complex Networks.

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