

# HÓDI PAPRIKA

*simply pure*

## OUR FAMILY BUSINESS – “HODI PAPRIKA”

Our family has been planting and producing hungarian red pepper for many generations. Our business is a typical family company, making product from the „earth to the table”. The whole product planting and producing process is by our company, there are no “outsourced” ingredients, and therefore we can control every step of production to supply. Our product success is simple. It contains the traditional values, which has led to the worldwide reputation of Hungarian Red Pepper (excellent specifications values: - Aroma, Taste and Color). However, it contains the new directions of gastro trend for example; smoked red pepper or the red pepper flakes.

The red pepper planting in Hungary is now so limited that Hungary as a country is a big importer from other countries, for example from China. Therefore, here in Hungary and worldwide, the real Hungarian red pepper is a rarity.

Last year “2020”, four of our products won stars on the “Great Taste” award in London. This award it is called the “Oscar’s of food” and accounts for high appreciation. This award is famous, in that they are looking for the most popular taste, that’s why it is called the “the best taste” product which suits the taste of the majority of customers.

OUR PRODUCT CONTAINS ONLY RED PEPPER AND CONTAINS NO ADDITIVES!

## OUR RED PEPPER PRODUCTS:

- 1 “SWEET” (means not hot) – traditional Hungarian types of red pepper – it is the best for Hungarian food.

It is made from typical Hungarian types of red pepper which are planted in our fields, close to Szeged. It is 1st class, high in organic values and it suits the taste of food the best.

- 2 “BEST OF HODI'S” sweet (means not hot) pepper –  
**Great Taste 2020\***

It is based on the sweet red pepper also, but we choose the best produce of the year for it. It's color value is better than the normal 1st class red pepper, approximately 20-25%.

This is a new product!





### 3 "SMOKED" WITH BEECH SWEET (NOT HOT) RED PEPPER

– it is a very popular kind of red pepper, it is not traditionally Hungarian (the smoking), but we are selling more and more of it, so it is a leading product – **Great Taste 2020\***

It is a very popular product of ours, we smoke the sweet pepper with beech (it is a real smoking, not only aroma). It is a smoking process similar to meat smoking for 4-5 days. It has a different taste than the smoked red pepper from Spain, as that is smoked with oak. Our product doesn't have a sour or acid after taste. The international community like it a lot and use it for a very wide range of recipes for Hungarian and other types of food. It is a particular favourite product for vegetarian or vegan customers.



excellent product  
of 2017

### 4 "VERY HOT" RED PEPPER – Great Taste 2020\*\*

Based on Hungarian types of hot red peppers. It is not chili! the taste is different from chili products, it is very commonly used for foods which the customer would like to make hot.



### 5 "SMOKED VERY HOT PEPPER" – Great Taste 2020\*\*

Based on very hot red pepper smoked with beech. It is used for speciality foods – my favourite is for the American chicken wings - as very hot.



excellent product  
of 2017

### RED PEPPER FLAKES VARIETIES:

(Sweet, Very Hot, Smoked Sweet, Smoked Very Hot)

These are good for every type of cuisines which are not typical Hungarian. "Very hot" is used for pizza, "Smoked" is amazing for cooking and barbecue and is fine to sprinkle over the hot potato chips. Flakes are currently packaged in a small glass jar (15 gr) but we can package as the customer requires, in a larger glass jar or in a bag.





**PRODUCT COMBINATION:****“SWEET RED PEPPER IN SACK”**

product combination

500 gr red pepper sweet with a small packet very hot red pepper flakes.

**“SMOKED RED PEPPER SWEET IN SACK”**

product combination

500 gr smoked red pepper sweet with a small packet smoked very hot red pepper flakes.

*New product!!***METALLIC BOX**(net weight: 50 gr, 70 gr, 100 gr)  
/ 48 pcs/box**OUR “PEPPER IN A BAG”** – (100 gr, 250 gr, 500 gr)

We are in the process to renew our bag packaging. The new bag is modern, aroma sealed, reusable, looks attractive, with our brand. It is resalable and it has a valve (brand new idea in the red pepper market) with which customers can check the aroma.

**IT IS COMING!!!**

*Our products contain no additives, no eggs, no dairy, nothing other than red pepper. Is it suitable for vegan and vegetarian food, it is also suitable for “Paleo” or “Keto” diets.*

*Our design is modern but it shows quality. We like new trends, however we are always considering which information most suits the needs of our customers, and shows that this is a genuine and original product without additives.*

*Last but not least:*

*I asked one of my customers “Mary, from the USA” who has ordered our Hungarian Red Pepper via post, as we are not currently on the US market. “What was her opinion” and “why does she order from me”, and “what is so different to the others pepper product”*

*Her response:*

*“Anytime I try a paprika other than yours, I can tell just by smell that it is not as good as Hodi Paprika”.*

*We are constantly working to improve our product's features!*

