

**Company Name:**

The Crucial Sauce Company

Can you please introduce your company?

It all began in Birmingham in 2001. The famous flavour Hot Stuff was the first sauce created by Crucials, cementing our place in fast food outlets as a chip shop essential. By 2005, Crucials had 11 flavours and was a back shelf staple in nationwide chip shops. As the demand for the sauce grew, the family friendly 500ml retail range was consequently born, initially only available in the discounter stores. In 2015 we became a BRC accredited site, news travelled fast and supermarkets were soon knocking on our door. Crucials is now a recognised and reputable brand. We have a passionate and loyal fan base and are still supported by the catering customers that have been with us since day one.

Why did you choose the BRCGS Standard?

To assure customers about the quality and safety of our products.

What are the benefits being BRCGS certificated?

Continues improvement of food safety, operational efficiency, commercial growth, improved profitability and broad-based innovation.