TO NOT OF UST BBOO

EVERY DAY SBB0.DAY



04.DISPLAYS

MIX & Match

06.RUBS

08.SHAKERS

10.SLOW COOKING & STEW MIXES

12.GRINDERS

14.HOT SAUCES

16.SAUCES

18.MARINADES

20.FIRE WOOD - STARTERS - HERBS

22.RECIPES

24.BREAD & BUTTER

26.GIFT SETS

28.SWEETS & SNACKS

MORE CHOICE

30.BUTCHER PAPER - SERVING BOARDS & APRONS

EVERY DAY IS BBQ DAY!

Every year outdoor grilling is becoming more and more part of everyday cooking. With more people having outdoor kitchens and covered outdoor spaces, **BBQ**'ing is no longer limited to the spring and summer months alone. On the contrary, we fire up the grill all year round!

Together with friends and family, we enjoy fall and winter BBQ's, early spring outdoor diners and even rainy summer meals! The good news is, NOT JUST BBQ was developed with exactly that in mind. As the ultimate flavour friend for any dish. Whether on the grill or in the kitchen, it's all about flavour. So spice up your chicken, meat or fish with the unbeatable NOT JUST BBQ rubs. Add spicy notes to any soup or sauce and discover the stew mixes. They are as good on the grill as on the stove.

NOT JUST BBQ is all about flavour. We prefer natural flavours. So you will find NO added flavours, or artificial colourings and aromas. We also stand firm on avoiding all GMO's because we only want the flavours that nature gave us.

Discover NOT JUST BBQ as the ultimate one-stop shopping concept for BBQ, grill and (outdoor) cooking. It offers a complete range of excellent spice blends, rubs, grinders, sauces, hot chilli sauces and gift sets, offering convenience to every retailer. And even more. To start the fire smoke chunks, fire herbs and fire starters are available. And to finish it off BBQ marshmallows are included as the all-time favourite sweet note to every BBQ. Present it in the solid display made from wood and black steel, specially designed for NOT JUST BBQ to create the best brand and shopping experience!

Now get ready to fire up the grill. All year round!

YOU CAN'T GO WRONG.

FROM YOUR SHOP TO EVERY HOME

SIZZLING

Are you in search of a way to not only enhance your customers' outdoor grilling experiences but also boost your sales and customer satisfaction levels? Look no further! Our extraordinary range of barbecue products is crafted to offer you unparalleled convenience, topnotch quality, and exquisite flavours.

We understand that flavour is of utmost importance when it comes to grilling. That's precisely why we present an array of sauces, rubs, marinades, and seasonings that are sure to tantalize taste buds and elevate ordinary dishes into culinary masterpieces. Your customers will delight in exploring the boundless flavour possibilities we have to offer. And the good news is: create your own tailor made `one stop shopping experience' in display.

Allow us to collaborate with you in order to elevate the overall appeal and convenience of your store. Our assortment combined with a high quality display allow you to create your own Not Just BBQ in store presentation tailored to your individual market needs and wishes. Just mix & match. Together, we can take your customers' grilling journeys to new heights, resulting in a significant sales increase. Together, we'll transform every backyard into a grilling haven!

SINGLE WOOD & STEAL DISPLAY

Transform your shop into an outdoor living paradise. Offer a selection of our outdoor furniture, designed for comfort and style, to complement the grilling experience. Your customers can create the perfect ambiance for outdoor dining and entertaining.

DOUBLE WOOD & STEAL DISPLAY

Our team is here to support you. Our products come with clear signage, informative labels, and detailed product information to make the shopping experience straightforward.

Our team is here to help you. Together we <u>mix & match</u>, <u>find your ultimate display</u> <u>design</u> and start selling!



CHIPOTLE CHILLI RUB A strong spice mix

based on the Mexican Chipotle pepper for a deliciously spicy flavour.

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GHOST CHILLI RUB The hottest mix of all,

based on the 'Ghost Chilli', which is the hottest pepper in the world.

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CAJUN A Cajun style herb and spice mix with chilli, paprika, garlic and herbs like oregano and thyme.

CARIBBEAN

JERK A medium spicy rub, flavoured with allspice, chilli and thyme. Brown sugar for Caribbean sweetness.

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COFFEE RUB Discover the hearty coffee rub. 24% of this pure and honest roasty rub consists of excellent 100% Arabica coffee.

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MEDITERRANEAN

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A versatile blend of garden herbs and garlic with rosemary, sage, parsley, bayleaves and dried olives.

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STEAKHOUSE A traditional American barbecue rub, with sweet and spicy flavours.

PERI PERI

A peri peri style herb and spice mix with chilli and garlic for the authentic spicy Portuguese flavour.







SMOKEHOUSE

BBQ Sweet and smoky flavours, from paprika and smoked chilli.

MOROCCAN An exotic blend of North African spices. With cumin, sesame seeds, ginger, coriander and chilli.

GIVE IT A GOOD RUB ALL NATURAL

What makes our rubs so special? We use high quality and all natural herbs and spices, with no artificial colouring or added aromas. And you will love that pure and powerful taste! No wonder there are so many NOT JUST BBQ fans all over the world. Use these rubs once and you don't want anything else. And you don't need more! Just keep rubbing.

- Made with carefully selected high-quality herbs and spices
- No artificial colouring and aromas
- Gluten-free & GMO-free
- Vegan



CHIMICHURRI A traditional mix of South American flavours, with chilli and red pepper.







SHAKE SHAKE SHAKE IT!

The NOT JUST BBQ herb and spice shakers are refined, easy to use and incredibly delicious. Use them to easily season any dish before or after grilling or cooking. Just shake them over roasted potatoes, French fries, grilled vegetables, meat, chicken or fish. The shakers are the perfect addition to any dish or barbecue with robust flavours and just the right herb and spice combinations.









On www.notjustbbq.nl and INSTAGRAM & FACEBOOK we provide new recipes and tips on how to use our products. Your customers will be inspired. Check it out!

BURGER & SAUSAGE

These herbs and spices give flavour to your sausages and minced burgers. The paprika, onion and pepper are a mixture of unique spicy aroma's.

BEER CAN CHICKEN

Place the chicken on a can of beer (or coke) and steam the chicken for a juicy slow roast. The paprika, chilli and green herbs give the rub an intense aroma, while the sugar ensures a beautifully caramelized chicken skin.

PULLED PORK

Intense rub with authentic American herbs and spices for a slow Pulled Pork success. The paprika, onion and chilli give the rub its smoky aroma, while the dark brown sugar ensures a beautifully caramelized crust.

STICKY RIBS

This unique sticky ribs rub goes perfect with your spareribs. The ingredients paprika, onion and chilli give this rub its smoky aroma. .

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SLO-O-O-W WITH WINTER BBQ FLAVOUR

Outdoor cooking is no longer limited to the summer months. With NOT JUST BBQ, we grill and barbecue all year round. Simply because we love to enjoy the unbeatable outdoor grill flavours at any time. Take your time for barbecuing. NOT JUST BBQ offers a range of readyto-use seasonings. With these seasonings, everyone can create the best all-time BBQ classics and slow cook like a pro.

NOT JUST BBQ has developed three classic herb and spice mixes to create delicious winter stews on the BBQ for the colder winter season. Or in the pan or stove, of course. Or create the perfect Pulled Pork, Beer Can Chicken, juicy Sticky Ribs and Burger & Sausage.



HUNTERS STEW

This hearty winter stew originates from the traditional Polish dish Bigos. It is made from various kinds of meat and game enriched with shredded fresh cabbage. Or sauerkraut if you like.

BOEUF BOURGUIGNON

This slowly cooked stew is a classic French dish. It's made from beef braised in red wine, enriched with bacon, onions and mushrooms. It is the perfect comfort food.

HUNGARIAN GOULASH

A delicious beef soup or stew filled with beef, lots of onions, tomatoes and sweet peppers. A rich paprika seasoning adds the typical flavour. Warming on a cold winter day.







KITCHEN ESSENTIALS GRINDERS

The NOT JUST BBQ grinders are perfect for those who like to work with more precision and appreciate the aroma of freshly ground herbs & spices. The NOT JUST BBQ grinders contain natural pieces of high-quality herbs and spices that you can grind directly over any dish before, during or after grilling. While most grinders only contain salt or pepper, these products are ready-to-use flavour kits with perfectly balanced herb and spice combinations. No need to add anything else. Thanks to the grinding mechanism, the aromas don't dissolve until using the product, so all flavours are well preserved.



SALT & PEPPER

These tall grinders are larger than the regular NOT JUST BBQ grinders and are filled with pink Himalayan salt, known for its purifying effect, coarse sea salt and extra bold peppercorns. These BBQ essentials belong in every outdoor kitchen and can also be used as table seasoning.

HOT, HOTTER, BURN.

NEW! The trend is eating HOT-HOT-HOT. And chillies are good company for any spicy food lover. NOT JUST BBQ already offered three hard to beat hot sauces. Yet now, we have added some more chilli sauce choices for extra heat in an XL bottle. So how hot can you handle it? Discover it with the new Hot Chilli challenge pack.

LEMON & CHILLI Quite mild with a lemon kick. SMOKY & SWEET For that classic BBQ flavour.

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> CHIPOTLE Need extra heat? This is the one.



XL CHILLI BOTTLE For HOT food lovers, NOT JUST BBQ offers an XL bottle of two of the hottest chilli sauces in the world; Red Chilli with 8/10 heat and Habanero with 10/10 for the die-hards.





HOT CHILLI CHALLENGE PACK

Challenge your taste buds and test how hot you can have your chilli. This gift set has five new hot sauces with heat degrees 5 to 7 and even 10 for the real diehard chilli eaters. A great hot gift that will make an impact.

CHILLI GARLIC

An outstanding creamy and medium spicy sauce that goes perfect with everything! With a bite of garlic, mustard and vinegar.

GINGER WASABI

A fresh and lively sauce that goes well with seafood. The ginger gives it a freshness, while the wasabi adds just that little bit of heat. Delicious as a salad dressing or dip.

HONEY MUSTARD

A sweet and sticky dipping sauce with a classic combination of honey and mustard. The sauce is perfect for grilled pork and chicken. Also great as a dip for cheese.

MANGO CHILI

A fruity and spicy dipping sauce combines mango and chilli. Delicious with grilled shellfish and chicken, or even as a dressing for a fresh exotic salad.









HAVE A BLAST WITH THE BEST SAUCE FINISH

Is the job done? Then finish it off with the NOT JUST BBQ sauces. Developed to give all your dishes and barbecues the perfect finishing touch. Choose between exciting flavours that vary from spicy and sweet to fresh and creamy. Just what a juicy grilled burger or brilliantly cooked piece of fresh fish deserves.

NOT JUST BBQ offers a large choice of sauces to match every dish. The sauces are tasteful, light and made from natural ingredients. Perfect to finish off a warm dish, but also great as a dressing or dip for your bites.



WHISKY PEPPER

A delicious creamy sauce with a smoky taste. A little spicyness from the peppers and a touch of whisky give your meat a surprising BBQ-kick. Great as a bread dip.



CHILLI & SPICE

Hot and spicy from the Jalapeno peppe, with an intense flavour. Perfect for chicken wings or spicy ribs.

MUSTARD & SMOKE Smoky barbecue sauce for that instant smoke aroma, without the hussle. Good classic combo with pork.

ORIGINAL

For that classic sweet and smoky twist. The mildest one in the range can be used for absolutely anything!







NO GLAZE NO MARINADE NO BARBECUE

The secret behind the best BBQ taste lies in its preparation. NOT JUST BBQ helps with its range of marinades full of that authentic barbecue flavour. Made from natural ingredients, based on the classic American BBQ flavours and each with its own twist. Use them a day before you start grilling, to marinate for that extra juicy, tender meat. And every now and then during, but surely also at the end of your grilling give it a royal, shiny glaze for a sweet and sticky finish. Finger-licking good!





SWEET & SPICY A deliciously sweet barbecue sauce with a little heat.

FIRE HERBS

NOT JUST BBQ fire herbs are known for their excellent quality for even better BBQ flavours. The coarse herbs can be sprinkled directly into the fire. The herbs will start to smoke and create an extra flavour sensation that draws deeply into the meat, fish or veggies. Packed in an XL jar.

SMOKE CHUNKS

Try the NOT JUST BBQ smoke chunks for even more flavour to your BBQ dish. Just add the wood chunks to your BBQ fire for a refined natural smoky aroma to meat, fish, poultry or veggies. Choice of five smoke flavours: whisky, hickory, apple, cherry and beech. Packed in a stylish box.

FIRE STARTERS

The NOT JUST BBQ fire starters are made from natural wood wool. It's a quick and safe way to create a good BBQ fire in no time. Only one fire starter will do the trick, more if you like.



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SMOKE MORE & SPICE UP YOUR BBQ FIRE

The best BBQ starts with a good BBQ fire. Quality charcoal is a start, but adding flavour is the next step. NOT JUST BBQ helps you to do all that. Use the fire starters to easily start your BBQ fire. Add fire herbs or smoke wood for unique flavour sensations. Just sprinkle the fire herbs directly into the fire to create an extra flavour for the food you grill on top. For a smoky touch, use the NOT JUST BBQ smoke chunks. These chunks from real wood will add all-natural aromas to your meat, fish or veggies.



VEGAN CAULIFLOWER STEAK > CHIMICHURRI & CHILLI SAUCE

Vegan steak made form Cauliflower, spiced up with Chimichurri seasoning and topped off with hot sauce.

Products used: NJBBQ Chipotle Chilli Rub NJBBQ Hot Chili Challenge

Grilling: 10 minutes

PORKBELLY PORCHETTA > MEDITERRANEAN RUB, SMOKE CHUNKES

Porchetta is a nice, large, rolled piece of meat. It is ideal for the festive table. Serve with roasted vegetables and a potato preparation, enjoy!

Products used: NJBBQ Mediterranean Rub NJBBQ Smoke Chunks NJBBQ Seasalt Grinder Grilling: 3 hours long & slow



JUST BBQ

Check our recipes on www.notjustbbq.nl and 'how-to' grill video's on Instagram, Facebook, YouTube and Pinterest . Your customers will be inspired.

MOINK ONION BOMBS > MARINADE, CHILLI SAUCE

Quick snack to die for! Minced meat in onion in a bacon jacket, finished with marinade.

Products used:

NJBBQ Sweet & Spicy BBQ sauce NJBBQ Fire Starters NJBBQ Hot Chilli Challenge

Grilling: 45 minutees

HUNTERS STEW > STEW SEASONING MIX ALL-IN-ONE

This hearty winter stew originates from the traditional Polish dish Bigos. It is made from various kinds of meat and sausage enriched with cabbage or sauerkraut.

Products used: NJBBQ Hunters Stew mix

Griling: 1 1/2 hour, easy.

NOT JUST BBO RECIPES FROM OUR CHEFS

We are passionate about outdoor cooking, grilling and barbecue. We simply love to create, taste and improve. Always searching for the best flavours. That means we're always experimenting with new recipes, mixes, seasonings and a lot of grilling. Or cooking. Because our seasoning is also great indoors.

The all-natural, authentic and robust flavours of our rubs, marinades and sauces will only enhance the BBQ experience. We regularly share new 'how to' recipe videos and recipes on our website and via Instagram and Facebook. Enjoy your grill!





HERB BUTTER

With the NOT JUST BBQ herb butter mix, you can make your own fresh herb butter in no time. Just mix the blend with your favourite unsalted – room temperature – butter and enjoy. Put it on a piece of freshly baked bread or melt it on your hot grilled steak or fish.



BEER BREAD

Baking your own beer bread with NOT JUST BBQ is easy. Just add your favourite beer. Put some muscle in it to knead a smooth dough and bake it on the BBQ, closing the lid. This creates an oven. Of course, you can also bake it in the regular oven, but it's a lot more fun on the BBQ! The mix contains herbs and spices, garlic, olives and tomato flavours.

BEER, BUTTER & BREAD

BBQ and bread go together like bread and butter. Also, beer and BBQ is always a good idea. So why not combine those all-time favourites in the NOT JUST BBQ beer bread? Sounds too good to be true? Actually, baking it is a 'piece of cake'.

Just add a bottle of your favourite beer, knead the bread dough firmly and bake it on the BBQ. Or in the oven. Finish it off with your homemade NOT JUST BBQ herb butter. Serve the bread as a bite or side dish and top it off with freshly made herb butter. Cheers!

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BEER BREAD PIZZA > BEER BREAD WITH HOT SAUCE Let's make a loaded beer bread pizza!

Ingredients:

NJBBQ Beer Bread Mix, NJBBQ Smoky & Sweet Hot Sauce, NJBBQ Italian grinder. Beer, ham, veggies, grated cheese, mozzarella, 2 tomatoes, garlic.

Preparation:

Put the beer bread in a bowl and mix it with the beer. Knead thoroughly. Let it proof for one hour. Fire up the barbecue 300°C. Cut the veggies and the tomatoes. Season it with the Italian herbs. After proving, roll out the dough to form a round-shaped pizza bottom. First layer the tomato sauce, then the meat, veggies and top it with grated cheese and mozzarella slices. Heat it up with Smoky & Sweet Hot Sauce. Place it on the pizza stone in the barbecue and cook it for 5 minutes. Enjoy!

BBO LIFE & BBO GIFTS

Invited for a BBQ or dinner party? Or simply can't think of a present for those who already seem to have it all? Surprise your friends or family with one of the delicious and cool NOT JUST BBQ gift sets. Not only do they contain products full of flavour, they also come in great packaging. A true gift! Every product is a real eyecatcher in the outdoor kitchen, but don't forget to use them!

HOT CHILLI CHALLENGE PACK The ultimate HOT gift to make an impact. Challenge your friends, family or yourself: how much heat can you take? Try all five HOT sauces with a heat degree varying from 5 to 10.

GIFT PACK STEAK OR FISH

A great BBQ gift for real grill masters. It's also the perfect starter pack to add more flavour to your next BBQ session. The gift pack contains a Not Just BBQ marinade, rub and mini shaker with a mix of herbs & spices. Available in two variants: fish or steak.







BBQ RUBS GIFT SET

Wanna try all the NOT JUST BBQ rubs or discover new ones? The BBQ rubs gift set is the perfect solution. It contains five small jars of our best rubs or new flavours that are exclusive to the gift sets. Available in two variants.

BBQ RUB MULTI PACK

- Gift set with our three bestselling rubs:
- NOT JUST BBQ Smokehouse BBQ rub
- NOT JUST BBQ Texan Steakhouse rub
- NOT JUST BBQ Mediterranean rub





SHARING BBQ SNACKS & SWEETS

Barbecue is all about sharing. Sharing our stories, our appetite and making new memories. The best BBQ nights last long and start early. Let's not limit ourselves to the main dish but start with our favourite BBQ snack, salty tortilla chips and finish with the best dessert. While the charcoal slowly cools down, there's no better ending to any barbecue than melting our NOT JUST BBQ Marshmallows. Put them on the wooden sticks, let them melt and enjoy! Not only delicious in the summer but all year round!

XXL BBQ MARSHMALLOWS

They do not get any bigger: the XXL BBQ Marshmallows are huge! So much fun to melt on the BBQ or campfire. The marshmallows are of the best quality. The firm, soft marshmallows caramelise perfectly while you hold them over the BBQ or fire, yet the inside remains super soft. Fun to do and a great dessert! Available in a 400 gram bag, and a 250 gram bag of regular sized marshmallows.



MARSHMALLOW TUBES

Best-selling gift tube containing long wooden BBQ skewers and marshmallows of the best quality. Once held over the heat, enjoy the crisp and caramelised taste on the outside and the warm and soft filling on the inside. Melt them on the BBQ, on a campfire or in the fireplace. A truly delicious experience, fun to do and the perfect gift throughout the year.



SALT TORTILLA CHIPS

This salty mild flavour is a pure product; corn, sunflower oil and salt. These chips are available in a large XXL bag of up to 450 grams! More than enough to share!





LEATHER APRONS

NOT JUST BBQ offers an amazing collection of genuine leather aprons, handmade in Holland. The leather protects against splatter and heat, so it's the perfect outfit for outdoor cooking. The aprons have adjustable waist and neck-straps and are vailable in black, brown and cognac.



WRAP IT & SERVE IT LIKE A BUTCHER

Capture all juices and flavours in your meat, fish or vegetables with this easy to use NOT JUST BBQ Butcher Paper. Just wrap it in and cook it as you like. The paper is specially designed to preserve all the flavour and juices perfectly. And it's good on the eye too!

Speaking of `the eye'... before firing up the grill, make sure you dress and serve like a pro. Wear the NOT JUST BBQ leather apron. Not only does it protect you from heat and stains, it also looks incredibly cool! Present your dishes on the NOT JUST BBQ serving boards for an ultimate impression. They are made from olive wood, which has a natural and robust character. It will turn every dish into a feast for, yet again... the eye!

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BUTCHER PAPER

As a BBQ fan, Butcher Paper should be part of your gear. The greaseproof and breathable paper helps you to protect and keep hold of the moisture from meat and fish during cooking. As it leaves some air in butcher paper, it is also regarded as the ultimate replacement for alu foil when it comes to wrapping meat after cooking. And don't worry, it will not ruin the crust you have been working so hard on. Start wrapping, and bring your grill adventure to the next leve!!









SERVING BOARDS

Serve all your dishes in style with olive wood NOT JUST BBQ serving boards. Great for serving food at a barbecue and available in four different sizes. Each board is handmade and has a different shape with its own characteristic wood pattern. Every piece is one of a kind!

PROBUCTS DVD A GREAT BBO SEASON

FOLLOW: #NOTJUSTBBO www.notjustbbq.nl

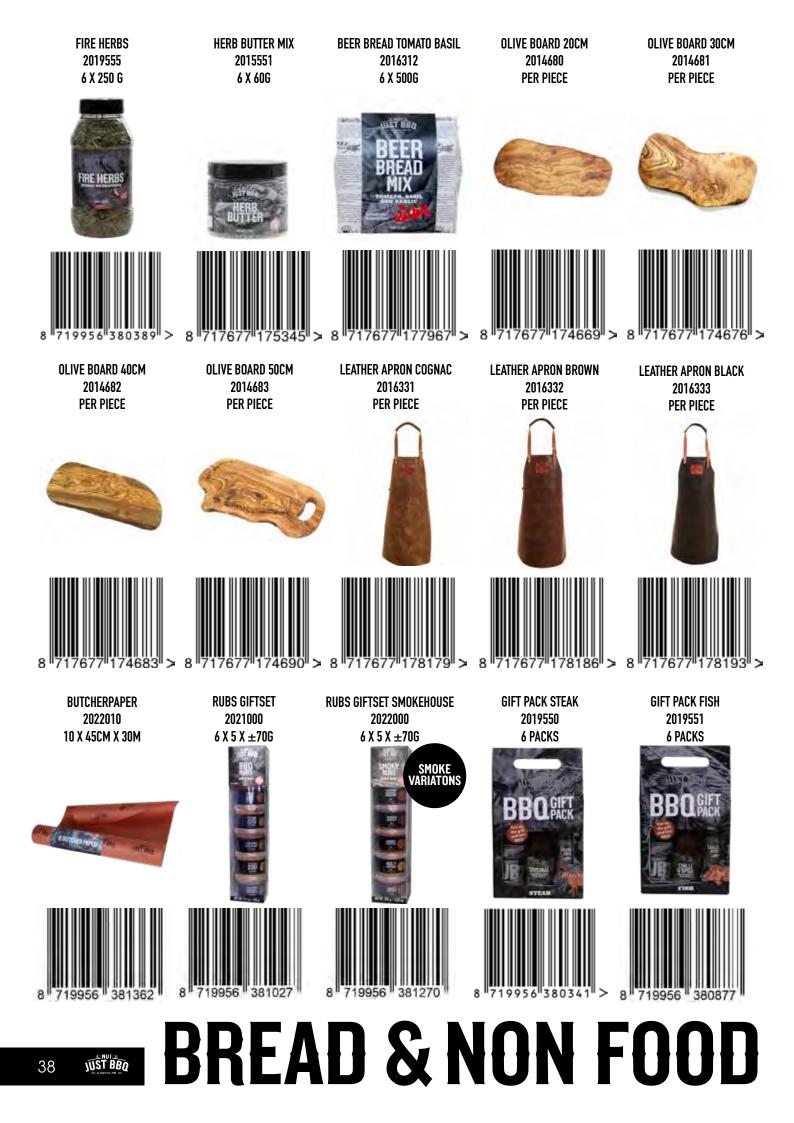












GIFTSET & DISPLAY



DOUBLE DISPLAY 2014600 82,5CM X 76CM X 216,5CM



SINGLE DISPLAY 2016350 82,5CM X 47,5CM X 216,5CM



MULTI 3-PACK RUBS 2016326 6 PACKS HOT CHILLI CHALLENGE PACK 2022001 6 X 5 X 50ML



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