

Vi Hao's Sriracha hot chili sauce – a sure-fire legend

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Mention Sriracha to any American and they will recall the flavorful chili sauce of Huy Fong Foods. Its aroma is literally out of this world, igniting the taste buds of NASA astronauts for more than a decade. While in Vietnam people will think of Vi Hao chili sauce. Two different names, but their flavors and processing methods are from the same source.

Cook's Illustrated, a US magazine trusted by over 1.3 million home cooks, says the rooster-branded Sriracha chili sauce of Huy Fong Foods is the best chili sauce in the market. It has expanded in popularity beyond the Asian community and is now part of the local culinary flavor and trusted by famous American chefs. The product can be found on every table in fashionable Momofuku Noodle Bar in New York to the luxury Lalime's in California.

After conquering the US market, the unique flavor of Huy Fong Foods' Sriracha chili sauce has seized spice lovers in Europe, Australia and Canada.

From 2011, a dragon-branded spicy condiment was released called "Vi Hao's Sriracha hot chili sauce" in Vietnam.

The Vietnamese owner of the distinctive green-cap Sriracha bottle settled in the US in 1980. The birth of Sriracha chili sauce in America is a thrilling story: "In the US for less than a year, my brother-in-law Mr. David Tran, my brother Mr. Co and I founded Huy Fong Foods, specializing in producing chili sauce with a 5,000USD bank loan," recalled Mr. Johnson Lam, a co-founder of Huy Fong Foods

Mr. Lam followed traditional methods to make chili satay sauce and chili sauce with garlic from red peppers grown in his family's garden that he once sold in Saigon. Grasping the eating habits of the Vietnamese and Asian communities, Mr. Lam and founders of Huy Fong Foods aimed to serve the Vietnamese community's desire for adding hot sauce to their pho. Soon, Sriracha chili sauce was squirted on pizza, sausages, hamburgers and foods from many different cultures in America.

Huy Fong Foods started from a small office, using 100% natural ingredients. Specially selected peppers from Mexico and Spain were ground by hand and blended with spices, vinegar, garlic and salt.

A combination of quality and value has confirmed the superiority of the "rooster sauce" in the global market

flavor of Vietnam in the US. Mr. Johnson Lam returned to Vietnam in 2005.

His fiery passion has continued to conquer local gourmets in Vietnam with new Vi Hao lines such as Sriracha chili sauce, chili satay sauce and chopped chili.

Mr. Johnson Lam's journey home and aspirations to make quality chili sauce are based on the abundant supply of fresh peppers in Vietnam. As a connoisseur and enthusiast of chili, he has studied thousands of varieties of peppers all over the world and pleasantly realized that the heat of bird's eye chili in Vietnam is suitable to create a unique flavor for Vi Hao's Sriracha hot sauce. Its pungency brings on a warm feeling throughout the body rather than the burning that some kinds of peppers with a high capsaicin content leave on the tongue.

After selecting the pepper variety, Vi Hao's strict quality requirements are followed and they are carefully harvested and prepared in the dry season to ensure their freshness and piquant properties.

American production technology is used throughout the entire manufacturing process of Vi Hao products. The combination of experience and traditional recipes has pushed the flavor of Vi Hao sauces to a new peak, satisfying the taste buds of all connoisseurs. The manufacturer is in the rare position of being able to confidently say that they use 100% fresh peppers. NO FOOD COLORING OR THICKENERS ARE ADDED. Giving Vi Hao's Sriracha chili sauce fiery flavorings and a crisp color that can be used as a table sauce or cooked with to spice up any savory dish.

Consumers have also said that Vi Hao's spicy sauces are more convenient than using fresh peppers, are low maintenance and keep their freshness for as long as two years.

These outstanding features have meant that Vi Hao's chili range meets the high standards of such markets as Australia, the UK, US, Canada, Turkey and the Netherlands.



Production of the Vi Hao chili range including Sriracha chili sauce, chopped chili and chili satay sauce has been granted the internationally recognized BRC Global Standard for Food Safety Certification by SGS.

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