

REPUBLIC OF HEAT

Independent Hot Sauces | Crafted In Europe | Delivered by the Republic

BOILERPLATE

Republic of Heat is a Berlin-based hot sauce micro-nation created by two founders who love BBQ and care far too much about genuine flavour. After repeatedly running out of the small-batch sauces they discovered at Berlin ChiliFests, they set out to make Europe's best independent hot sauces easier to find, share and enjoy. Republic of Heat curates small-batch European sauces into subscription, experience and gift boxes, tells the stories behind the bottles, and ships them straight to people who actually care what's on their plate. Maker-first and fair-priced, the Republic pays producers properly instead of squeezing margins, so they can keep creating the good stuff. Its mission is simple: put independent European hot sauces into millions of kitchens and make "what sauce is that?" a genuinely interesting question at the table. Republic of Heat isn't just a box; it's a tiny, slightly obsessive hot sauce micro-nation that exists wherever people fire up a grill, open a bottle, and decide their night should be a little bit hotter. Oh... and it has a flag, so it's definitely not a cult.

AT A GLANCE (FACTS & FIGURES).

- **Brand Name:** Republic of Heat
- **Legal Entity:** Austin & Gardner GbR (trading as Republic of Heat)
- **Founded:** Officially 2025, spiritually forever.
- **HQ:** A backyard somewhere in Berlin, Germany
- **What we are:** A Berlin-based hot sauce subscription curating small-batch European chilli sauces into neatly organised subscription, experience and gift boxes. We're also our own micro-nation, we have a flag and everything. Think of it as a tiny, friendly republic where the constitution is basically "bring good sauce and don't be boring."
- **What we offer:**
 - Monthly hot sauce subscription boxes
 - Themed experience boxes
 - Gift boxes and Subscriptions
- **Who it's for:** People who want their food, their group chats and their gatherings to be spicier – from curious heat dabblers to fully unhinged chilli nerds comparing Scoville levels at 1 a.m.
- **Core Product:** 3 European small-batch sauces – flavour, fire and occasionally a bit of chaos, in a box.
- **Price point:**
 - Subscriptions starting at €35 per month; gift and special-edition boxes priced per edition.
- **Geographic focus**
 - Built in Berlin, with an initial focus on Germany and the wider DACH region, expanding across Europe as the Republic's borders "mysteriously" spread.
- **What makes us different**
 - We champion independent sauce makers instead of competing with them on e-commerce. Our role is to pair their craft with community, subscriptions and shared infrastructure – so more people discover their sauces, more often, without the pain of shipping single bottles across the continent.
- **Website:** <https://republicofheat.com>
- **Press contact:** press@republicofheat.com

THE ORIGIN STORY

Republic of Heat started with two simple truths: we both love a BBQ, and we both care far too much about genuine flavour. Not just “it’s a bit spicy” but proper, layered, ridiculous flavour that makes you stop mid-sentence and go, “...okay, what is in this?” Most of our best ideas started the same way: a grill, a table full of friends, and a dangerous number of open bottles.

Very quickly, we realised we had a recurring problem: we kept running out of good sauces between Berlin ChiliFests. Every festival we’d discover new favourites, restock the old ones, swear we’d ration them... and then one week later we were staring at an empty bottle and a sad, under-dressed plate of wings. We knew there were brilliant small-batch sauce makers all over Europe, but unless you happened to catch them at a stall or stumble across their online shop, they might as well have been hidden.

On one side you have supermarket shelves – safe, predictable, and mostly designed to offend absolutely nobody. On the other, you have independent makers producing wild, inventive sauces with real character... that most people never see. The choice is either “boring but easy to buy” or “scroll through a maze of websites, unavoidable shipping costs and 20 tabs of indecision.” It shouldn’t be that hard to get great hot sauce into your kitchen and onto your table.

Republic of Heat exists to fix that. We curate small-batch European sauces into subscription, experience and gift boxes, tell the stories behind the bottles, and send them straight to people who actually care what’s on their plate. We pay makers a fair price for their work – we’re not here to hammer their margins to the point where they can’t create good sauces anymore – and we design everything around real life: group chats arguing about which bottle was best, couples quietly negotiating who gets the last wing, and friends discovering a new favourite they’d never have found alone.

Our mission is simple: put independent European hot sauces into millions of kitchens and make “what sauce is that?” a genuinely interesting question at the table. We’re not just a box; we’re building a tiny, slightly obsessive hot sauce micro-nation – one that exists wherever people fire up a grill, open a bottle, and decide their food (and their night) should be a little bit hotter.

Oh... And we have a flag. So it’s definitely *not* a cult.

FOUNDERS

Simon Gardner – Co-Founder, Republic of Heat

Simon Gardner is the co-founder of Republic of Heat, a Berlin-based hot sauce micro-nation obsessed with flavour and fair treatment for makers. A long-time BBQ enthusiast and marketing strategist, he turned a habit of hoarding small-batch sauces from Berlin ChiliFests into a subscription and experience brand. Simon focuses on growth, storytelling and making sure “what sauce is that?” becomes a serious question at the table.

Nathan Austin – Co-Founder, Republic of Heat

Nathan is co-founder of Republic of Heat and the resident BBQ chaos engine. Originally the friend who always turned up with three new bottles and a grill plan, he now leads the sauce discovery and tasting side of the Republic, working directly with independent European makers. Nathan’s mission is simple: find brilliant small-batch sauces, pay the people who make them properly, and get them onto as many plates as possible.

OUR PRODUCTS

Core Product Strategy

Republic of Heat curates small-batch European hot sauces into subscription, experience and gift boxes, designed for people who actually care what's on their plate – and who enjoy turning “let's have dinner” into “remember that night with the wings?”.

Monthly Subscription Box

Our core product is a monthly hot sauce subscription box:

- 3 European small-batch sauces in every box (plus spice pack or other extras we can add)
- Available in mild, medium and hot heat levels and delivered every 1, 2 or 3 months (your choice).

Designed for sauce adventurers who want for new flavours each month.

Gift Boxes & One-Off Editions

Not everyone wants (or needs) a monthly subscription, so we also offer:

- Trial Boxes (get a one-off of our subscription box)
- Experience boxes – Designed for Taco nights, Curry nights, and whatever else we can think of.
- Event & festival boxes – limited runs linked to food festivals, collabs or specific themes.
- Corporate & group options – for teams, tastings and “let's mildly traumatise the office” evenings

All gift and special-edition boxes follow the same principles: independent European makers, strong flavour, and sauces people will actually enjoy.

Experiences & Community

Republic of Heat isn't just about sending boxes; it's about giving people excuses to gather:

- Support for tasting nights at home – line up the bottles, rate them, compare notes
- Appearance at chilli festivals and food events to discover new makers and meet the community
- Content and stories that help people get more from each bottle: food pairing ideas, background on the makers, and the occasional gentle dare

Our long-term vision is to make “alright, but which sauce is going with that?” a recurring question in group chats across Europe.

Sourcing & Curation

We focus on independent European hot sauce makers:

- Small-batch production with a clear point of view on flavour
- Fair, maker-first pricing – we don't crush margins to supermarket levels
- A broad range of styles: fermented, fruity, smoky, vinegar-led, umami-rich and more

We taste (a lot), shortlist, and build boxes that work as a set: complementary, varied, and fun to explore together.

Packaging & Practicalities

- Format: mailbox-friendly box with 3 bottles
- Packaging: recyclable cardboard and protective materials designed to survive shipping, not destroy your recycling bin
- Availability: built in Berlin, initially focused on Germany and the wider DACH region, expanding across Europe
- Every part of the product is built around a simple question: “Does this actually taste awesome?” If the answer is no, it doesn't go in the box.

AUDIENCE & USE CASES

Who It's For

Republic of Heat is built for people who care what's on their plate and who like adventure with every meal.

- Chilli fans & flavour nerds – the ones comparing fermentation notes and arguing about vinegar bases.
- Food-obsessed couples & shared flats – who turn Tuesday dinner into a mini tasting night.
- BBQ people – the friend with the grill, the playlist and a strong opinion on smoke versus char.
- Gift buyers – looking for something more interesting than a generic hamper or another bottle of gin.
- Teams & friendship groups – who enjoy “office pain roulette”, game nights and group chat banter about who handled which sauce best.

If “what sauce is that?” has ever derailed a conversation, this is who we're for.

Typical Scenarios

Republic of Heat boxes are designed around real moments, not just kitchen shelves:

- BBQ nights – three sauces lined up, everyone voting for their favourite, someone inevitably going too hard on the hottest one.
- Movie or game nights – wings, snacks and a “try the next one along the line” tasting ritual.
- Date nights at home – one good meal, three sauces, instant conversation starter.
- Office / team evenings – “pain roulette” with structured chaos and actual flavour, not just heat for the sake of it.
- Gifts that get opened immediately – birthdays, housewarmings, Secret Santa, “you need to try this” surprises.

The box doesn't just sit on a shelf; it creates an excuse to invite people over.

Why It's Different

Republic of Heat isn't a random food box and it's definitely not a bulk Amazon haul:

- Real sauces made by real humans using real ingredients, not just something made in a factory and given an exciting label.
- Maker-first, not margin-first – we work with independent European sauce makers and pay fair prices so they can keep making the good stuff.
- Curated, not algorithmic – each box is curated by us (occasionally causing genuine tongue pain) as a set that works together for real meals and shared tastings
- Story-led – we highlight who made each sauce, where it's from, and how to use it, so every bottle feels like more than just “the red one” and “the scary one”.
- Community at the centre – the product is built around group experiences, rituals and repeat moments, not just one-off novelty.

In short: we're not just sending sauce; we're helping people create better nights with the people they like (and occasionally set their mouths on fire, in a good way).

FAQ

- Where do you source your sauces?
 - We source our sauces from independent small-batch makers across Europe. Most are discovered at chilli festivals, food events and through the hot sauce community, then invited into the Republic if they pass the “would we actually fight over the last drops?” test.
- How do you choose which sauces go in the box?
 - Each box is curated as a set: different flavour profiles, different heat levels, all genuinely usable. We taste a lot of sauces, shortlist by flavour first (not just heat), and build line-ups that work for real meals, BBQs and tasting nights – not just as trophies for a shelf.
- Are the sauces all European?
 - Yes, our focus is on independent European hot sauce makers. Where possible we focus on manufacturers who use European ingredients, but the people cooking, bottling and building the brands are always based in Europe (wherever they come from).
- Do you make sauces yourselves?
 - No. Republic of Heat is not a white-label brand. We exist to give independent sauce makers a bigger stage, not to compete with them. Our role is curation, storytelling, logistics and community – we leave the actual sauce wizardry to the people who are best at it.
- How spicy are the boxes?
 - Every box has a range: from “flavour-forward with a gentle kick” through to “okay, that escalated quickly”. We’re flavour-first, not pain-first, but there is always at least one bottle that will challenge even confident chilli fans. Over time we plan to offer different heat profiles so people can choose their comfort (or chaos) level.
- How do subscriptions work?
 - Subscribers receive a new box of three sauces on a regular schedule (every 1, 2 or 3 months). Subscriptions are designed to be flexible: you can pause or cancel without drama, and we’ll communicate clearly before renewals so people can adjust before the next box ships.
- What about food safety and storage?
 - All sauces in the box are produced by registered manufacturers who comply with relevant food-safety standards in their country. Bottles are sealed, labelled and traceable, with clear best-before dates and storage instructions. We handle packing and shipping to keep bottles protected and make sure they arrive safely and ready for the table.