

## **Waukesha's Own Off Road Fire Picks Up Steam**

*By Off Road Fire Co.*

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*Waukesha, WI – Local software developer, Dave Mennenoh, has tried his hand at a new venture, with fiery results. Mennenoh, a Waukesha native, is the sole proprietor of Off Road Fire, a producer of hot sauces to be sold in local grocery retailers.*

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Waukesha, WI – Local software developer, Dave Mennenoh, has tried his hand at a new venture, with fiery results. Mennenoh, a Waukesha native, is the sole proprietor of Off Road Fire, a producer of hot sauces to be sold in local grocery retailers.

Off Road Fire sauces recently received a very favorable review in The Hot Zone Online.

“Really great sauces are a must if you are going camping. This will go great on scrambled eggs in the morning, freshly caught trout in the afternoon, and grilled on some steak at night. Heck, it'll go great in s'mores if you are into that sort of thing.”

Adding further fuel to the flame, gourmet grocer, V. Richards of Brookfield, has added Off Road Fire to its offerings.

Why the sudden interest in these new hot sauces?

“There's a couple of reasons why Off Road Fire is not your typical hot sauce: ingredients and ingredients. Seriously,” Mennenoh says. “We pay a premium price for the organic apple cider vinegar we use – it's roughly seven times more expensive than big-brand apple cider vinegar.

Off Road Fire is hand made in small batches with the care and love you'd put into making something in your own kitchen. The fresh red bell peppers and fresh white onions we use are individually hand selected from our produce vendor. The habanero powder we use starts with fresh, hand picked, habaneros that are washed, sliced, dried, and powdered all at our facility.”

No doubt Mennenoh has brought the same passion to Off Road Fire that had previously made him a recognized creative leader in the software world.

Best known as an Adobe community expert and head of blurredistinction, Mennenoh's multimedia work appears in the Tate Gallery in London and the Museum of Science and Industry in Chicago. Now, Mennenoh's passion has taken a turn to the kitchen, where he hopes to capture everyone's attention in a new way – through the taste buds.

“I've been creating spicy food dishes all my life, and started making hot sauces a good number of years ago – I forget exactly when, but there was no grey in my beard then.” Mennenoh says. “I experimented with many things including the vinegars, fresh peppers vs. aged pepper mash, different salts, and anything and everything I could. After a time, I came up with the current recipe for Off Road Fire and started making it for friends and family around the fall of 2006. In June of 2007, we gave every guest that came to our wedding a bottle – over 150 people. It went over so well we decided to go commercial – and here we are.”

Off Road Fire Sauces can be ordered directly from <http://www.offroadfire.com/>, or ask your favorite restaurant or grocery to stock this premium quality offering.

For further information on Dave Mennenoh:

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About Off Road Fire: Off Road Fire Co. is a Waukesha, WI based company that makes gourmet, all-natural, pepper sauces.

Category	Hot Sauce
Tags	food, hot sauce, pepper sauce, gourmet
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