craic
larder

Bold Scottish Flavour.
Hand-packed. Built for Retail.

Wholesale Information Pack

Our Story

Craic Larder isn't just seasoning.

We're bringing back **real flavour.**

Every bag stamped by hand.
Every blend crafted in small
batches in Scotland.

No lab rubbish. No shortcuts.
No corporate fakery.

Just bold blends with backbone
 - built for **butchers, delis, farm shops,** and the folk who **care about food.**

PRODUCT LINE UP

GARLIC /HERB

A punchy, all-purpose blend that goes on everything — from roast tatties to chicken thighs. Garlic, lemon, pink pepper, and bold herbs that bite back.

SALT /CHILLI

With our very own Scottish Five Spice and a layered heat from crushed chillies. Built for wings, deadly on chips. A cult classic in the making.

SMOKEY /SWEET

Sweet, smoky, sticky. This one's made for flame — slow ribs, dirty burgers, and that pure fire pit taste.

HIGHLANDER SALT

Hardy herbs and rugged sea salt. Earthy, bold, and made for red meat. Steaks, venison, or anything that deserves a proper crust.

MOROCCAN SALT

Warm, spiced, and earthy. Cinnamon, cumin, paprika — ideal for tagines, lamb chops, or even just dusted over toast.

BLENDED & PACKED IN SCOTLAND

TRADE INFO & PRICING

Blend	Wholesale	RRP (£)	Profit (£)	Margin (%)
GARLIC /HERB	2.50	3.99	1.49	37.3
SALT /CHILLI	2.50	3.99	1.49	37.3
SMOKEY /SWEET	2.50	3.99	1.49	37.3
HIGHLANDER SALT	2.50	3.99	1.49	37.3
MOROCCAN SALT	2.50	3.99	1.49	37.3

ALL BLENDS CAN BE ORDERED AS 1KG TUBS
FOR CATERING USE
PRICED AT 24.95

MINIMUM ORDER OF RETAIL BLENDS IS 15 UNITS.

Orders can be delivered via courier or hand delivered depending on location.

craiclarder@gmail.com

07495283945

WHY STOCK CRAIC LARDER?

Scottish-made

Eye-catching packaging

Perfect for BBQs & food gifts

Low MOQ

Fast Seller

Backed by someone who’s worked with real food

CRAIC Vs The Other Guy

Feature	Craic Larder	Supermarket Brands
Hand-packed	**Yes**	No
Small-batch	**Always**	Rarely
No lab rubbish	**Absolutely not**	Questionable
Big flavour	**Built in**	Hit or miss
Scottish soul	**Aye**	Not a chance

It's like comparing a single malt to a warm pint of supermarket lager. You could go bland — but why would you?

Let's Get You Stocking the Craic

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