

Firebarns

Canadian Hot Sauce Scales Across North America with Smart Packaging



Bringing Bold Flavor Home

In 2015, Quebec-native and Firebarns co-founder Pierre-Olivier Drouin tasted hot wings for the first time and saw an opportunity to bring bold, flavorful sauces to Canada, where, at the time, only a few brands dominated store shelves. Returning home to Quebec, he and his business partner, Frank, set out to create sauces full of personality and crafted with flavors that would stand out in the Canadian market.

Pierre knew packaging would play a central role in shaping the Firebarns experience. He wanted every bottle to reflect the energy of the brand: bold, fun, and distinctly Canadian. A key part of that identity is Barney, Pierre’s beloved dog and the inspiration behind the Firebarns name, who appears playfully on every label as a nod to the flavor inside.

As the Firebarns’ brand grew, Pierre needed a packaging partner who could support the momentum. TricorBraun team members, Michael Haziza and Jonathan DiMarino, stepped in, helping Firebarns establish a reliable, scalable packaging program built on smart design, strategic sourcing, and local warehousing that aligned with the company’s goals.

“TricorBraun’s warehousing gives us freedom to focus on production and growth. They manage our stock and release what we need, when we need it.”

–Pierre-Olivier Drouin, Co-founder, Firebarns

Rooted in Local Partnerships and Canadian Values

For Firebarns, sourcing locally isn’t just good business; it’s a reflection of their values. Pierre believes that supporting Canadian suppliers strengthens the community and reinforces the brand’s authenticity.

“Supporting Canadian companies is part of who we are,” Pierre said. “When we buy local, we strengthen the community around us, and that’s something we take pride in.”

Our case studies reflect our **value-added capabilities and services**, showcasing real success stories of how we help customers win in the marketplace.



Global Procurement Scale



End-to-End Logistics Management



Award-Winning Design & Engineering Capabilities



Intense Focus on Quality



Relentless Support & Expertise



Action-Driven Commitment to ESG



TricorBraun reacts quickly and always finds a solution. They understand how fast we're growing and help us stay ahead of demand. That partnership lets us scale without slowing down.

–Pierre-Olivier Drouin
Co-founder, Firebarns



TricorBraun carried that commitment directly into Firebarns' packaging program by partnering with an Ontario bottle manufacturer. **Keeping packaging production in Canada gave Firebarns faster lead times, more reliable supply, and packaging that aligned with the values at the core of the brand.**

Warehousing That Supports Expansion

As Firebarns' popularity grew, managing inventory became complex. The company needed a scalable, dependable system to keep up with demand. Michael created a warehousing and inventory solution in Toronto that gave Firebarns the space, flexibility, and reliability required for growth.

Pierre shared, **"TricorBraun's warehousing gives us freedom to focus on production and growth. They manage our stock and release what we need, when we need it. It fits perfectly with our business model."**

When a new product launch triggered a surge in sales, Michael quickly adjusted production schedules and maintained a steady supply during one of the brand's busiest periods.

"TricorBraun reacts quickly and always finds a solution," Pierre said. "They understand how fast we're growing and help us stay ahead of demand. That partnership lets us scale without slowing down."

Michael added, "My focus is making sure Firebarns never has to worry about packaging supply as they grow."

Packaging Designed for Real-World Experience

When Firebarns set out to switch to custom packaging in 2024, the goal was simple: create an easy-squeeze bottle that delighted consumers as much as the products themselves.

"What mattered most was making a bottle people love to use," Pierre said. "It had to squeeze easily and make the Firebarns experience great from the very first use."

Working with TricorBraun's Design and Engineering team was smooth and collaborative, allowing Firebarns to move quickly from concept to final design. Michael noted, "Pierre had a strong vision for what Firebarns should look and feel like. Our role was to turn that vision into a bottle that performs. The Design and Engineering team made it easy to bring the right functionality to life."

A Partnership Built on Trust

What began with sourcing caps has grown into a full packaging partnership that now includes bottles, design, warehousing, and logistics. Pierre describes the relationship as both professional and personal, with Michael becoming a true extension of the Firebarns family.

"Michael isn't just a packaging supplier. He understands our goals, supports our growth, and feels like part of the Firebarns team," Pierre said.

Michael shared, "Working with Pierre and his team has been one of the most rewarding collaborations of my career. Firebarns is a passionate brand with huge potential, and we're proud to help them grow."

Looking Ahead

From an idea in Quebec to shelves across North America, including Walmart, H-E-B, Safeway, and more, Firebarns continues to expand with the same passion that sparked the brand a decade ago.

By focusing on local sourcing, strategic warehousing, and packaging innovation that enhances the consumer experience, Firebarns and TricorBraun demonstrate the impact of a strong partnership, proving that the right packaging can help a great brand go even further.

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