



SAUCY LIPS[®]

HANDCRAFTED



FROM LOCAL FARMERS MARKETS TO RETAILERS NATIONWIDE!

Saucy Lips is a Mexican-American family-owned and operated food company. My sister and I grew up in the Yucatan Peninsula of Mexico, eating delicious meals made by our mother, Gabriela. After moving to the US, we started selling her delicious sauces at local farmers' markets. Our goal? To share her saucy creations and bring families back to the table with good food.

Through working directly with thousands of customers for feedback, we've been able to craft the ultimate condiments: incredibly versatile sauces that are as healthy as they are delicious. Now, working closely with co-manufacturers to make sure our mother's new creations can be mass replicated, we continue expanding our current product lines and venturing into new and exciting categories. She always puts flavor first, while also making sure anyone can enjoy her recipes, regardless of diets, lifestyles, or allergies. We believe that when families come together great things can happen!



Jess & Natalia

We believe that when families come together great things can happen!

THE BEGINNINGS OF A SAUCY JOURNEY



Gabriela at a market



Natalia & Jess Sr.



Jess Jr. at a festival



Natalia at WFM

We believe that when families come together great things can happen!

THE EVERYTHING SAUCES - CORE LINE



SPICY
VINEGAR FREE
OIL FREE



NON-SPICY
NO WATER ADDED
APPLE CIDER VINEGAR BASED



Priority Ranking

1. Zesty Cilantro
2. Pineapple Thai
3. Tangy Mango
4. Ghost Pepper Tamarind
5. Jalapeño Green Apple
6. Habanero Carrot

Top Categories

- Specialty Sauces
- Marinades
- Salad Dressings

VELOCITY PERFORMANCE
TOP TEN BRAND IN
WFM GLOBAL SET



OUR NEW MEXICAN COOKING SAUCES LAUNCHING WITH WFM NATIONWIDE



GUILT-FREE MEXICAN CLASSICS

- Enjoy our Mom's Secret Family Recipes
- Create Clean & Authentic Mexican Dishes in 15 Minutes
- No Sugar or Sweeteners Added
- Whole Ingredients: No Purees, Pastes or Juices

PRIORITY RANKING

1. Green Enchilada
2. Red Enchilada
3. Classic Fajita
4. Tacos Al Pastor
5. Authentic Mole



MAKING HEALTHY & AUTHENTIC MEXICAN DISHES HAS NEVER BEEN EASIER!



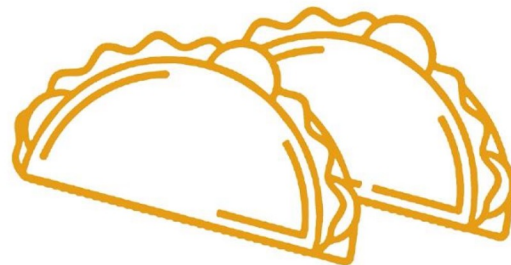
MIX



HEAT SKILLET



COOK



ENJOY!



SO MUCH MORE THAN JUST COOKING SAUCES



Take your breakfast to the next level!

Chilaquiles • Huevos Rancheros • Pastor Breakfast Hash

Breakfast Tacos • Molletes • Huevos al Mole • ETC

Toss on salads and add to soups!

Green, Red, or Mole Enchilada Salad • Add to soups or Chili

& SO MUCH MORE!

Al Pastor Chicken Wings?!

**Use any of them to take classic
american dishes to the next level**

Capture: shoppers with the NEW trend forward look (trendy, modern, color differentiation)

Clarify: Straight forward flavor selection and clean ingredients messaging

Convince: convert shopper with value benefits claims (Whole30, vegan, non-gmo, gluten free, etc)



**THE
SAUCY
PACKAGING**
DISRUPT THE SHELF!

OUR INGREDIENTS

HEALTHY AND DELICIOUS!

• Highest Quality Ingredients
to Deliver the Best Products
Possible



US



- ✓ MEXICAN FAMILY OWNED
- ✓ KETO CERTIFIED
- ✓ VEGAN
- ✓ NON-GMO
- ✓ WHOLE30 APPROVED
- ✓ GRAIN FREE
- ✓ NO SUGAR OR SWEETENERS ADDED
- ✓ DAIRY FREE

THEM



- ✗ MEXICAN FAMILY OWNED
- ✗ KETO CERTIFIED
- ✗ VEGAN
- ✓ NON-GMO
- ✗ WHOLE30 APPROVED
- ✓ GRAIN FREE
- ✗ NO SUGAR OR SWEETENERS ADDED
- ✗ DAIRY FREE



OUR SAUCY CHIPS



PROVIDED BY NATURE HANDCRAFTED BY SAUCY LIPS

We believe in extraordinary flavors handcrafted with the same clean ingredients as our ancestors. With our Non-GMO Whole Grain Tortilla Chips, we are bringing the rich and authentic Mexican staples you crave, elevated to a whole new level. Our chips deliver on bold flavor without the added sugar and unnecessary additives!

#HEALTHYANDDELICIOUS

BRING THE CHIPS AND THE DIPS





OUR INGREDIENTS



- ✓ **NON-GMO CORN**
- ✓ **KETTLE COOKED**
- ✓ **NO CANOLA OIL**
- ✓ **HANDCUT**
- ✓ **CRISPY**
- ✓ **NO ARTIFICIAL FLAVOR OR COLORING**
- ✓ **VEGAN**
- ✓ **NON-GMO**
- ✓ **GLUTEN FREE**
- ✓ **NO SUGAR ADDED**
- ✓ **HIGH-OLEIC SUNFLOWER OIL**
- ✓ **DELICIOUS**

#HEALTHYANDDELICIOUS



**Capture: shoppers with the NEW
trend forward look
(saucy, modern, colorful)**

**Clarify: Straight forward flavor
and clean ingredients messaging**

**Convince: shopper with value
benefits claims (Authentic mexican,
vegan, non-gmo, gluten free, etc)**



**THE
SAUCY
BAG
DISRUPT THE SHELF**

National Coverage

Our products can be found at independent natural foods markets and leading retailers nationwide!



& many more!



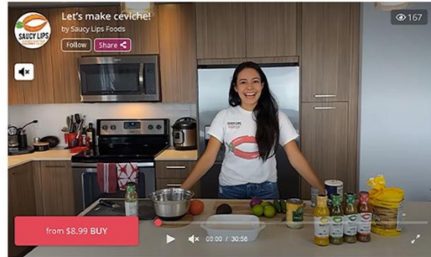
DRIVING CONSUMERS TO RETAILERS

Grassroot Marketing



Participating in festivals and shows nationwide

QVC, HSN, and TalkShopLive



• Investing Heavily in Online Marketing Efforts

Geofencing in high interest areas

• **Manufacturer Coupons:** Actively distributing digitally as well as in stores and will include with every online purchase to drive people to Retailers.

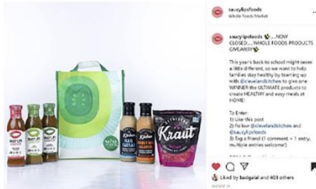
• **New Whole30 Paid Initiatives:** Planned product launch with Whole30 through exclusive email announcements and their social media community, with an emphasis on supporting and cultivating ethnic brand awareness.

• **Ongoing Appearances:** Other than major appearances on shopping channels such as QVC and HSN, we have a weekly Taco Tuesday Show on TalkShopLive

• Brand Ambassador Program

Heavily focusing on bringing Mexican cuisine to your home

Social Partnerships With Leading Brands



Active Instagram



ALWAYS CAPTURING AND ENGAGING CUSTOMERS

THE SAUCY LIPS FAMILY OF PRODUCTS



OUR EVERYTHING SAUCES



OUR SKILLET SAUCES



OUR SAUCY CHIPS



Driving growth across multiple categories!

Elevating mealtime and snacktime by driving value through multiple usage occasions.