



WATCHAREE'S

Premium Quality Thai Sauces & Meal Kits





Background

- Founded in 2014 by Watcharee Limanon, a recognized Thai culinary artist from Bangkok
- Creator of Sofi Award winning products
- Manufactured in Thailand from fresh, premium quality, clean ingredients
- Combine time-honored, classic recipes with modern convenience
- Target home cooks who want to easily and quickly recreate the rich, authentic flavors of Thailand
- Certified gluten free, non-GMO and vegan
- Women-owned small business certified by WBE











Existing Product Line



- Unique Thai sauces with fresh, premium and clean ingredients
- Faithful interpretations of classic Thai favorites
- Quick & easy to create traditional or fusion Thai dishes at home
- Foolproof convenience for home chefs











How to Enjoy

















DRESSING





















STIR FRY











Line of Stir Fry & Dipping Sauces

Launched 2023





- Thai Sweet Chili with Ginger (8.10 oz)
- Thai Lemongrass & Chili Sauce (8.10 oz)
- Thai Basil and Garlic Sauce (7.40 oz)
- Thai Spicy Chili Sauce (8.10 oz)
- Thai Sweet & Sour Sauce with Pineapple (7.75 oz)



Ingredient Comparison: Sweet Chili Sauce



\$5.49

Water, Sugar, Distilled Vinegar, Garlic, Red Chili, Tapioca Starch, Ginger, Salt

Clean, fresh ingredients



\$5.99

Sugar, Water, Rice Vinegar (glucose syrup, water, rice, sugar, starter culture), Garlic, Red Chili Pepper, Salt, Modified Tapioca Starch, Xanthan Gum



\$4.99

Sugar, Water, Red
Jalapeno Peppers,
Distilled Vinegar
Modified Corn Starch,
Chili Garlic Sauce (Red
Chilies, Salt, Garlic,
Sugar, Acetic Acid, Lactic
Acid, Ascorbic Acid), Salt,
Dehydrated Garlic,
Xanthan Gum, Vegetable
Color (Paprika Extract),
Natural Flavors.



\$4.99

Sugar, Water, Pickled Red Chili, Vinegar, Garlic, Salt, Stabilizer: Xanthan Gum (E415).

Sugar as first ingredient and artificial ingredients



How to Enjoy







000 STIR FRY

FINISHING

MARINADE





































MARINADE





Ready-to-eat Noodle Bowls with Plant-based Protein (Launched January 2024)



- Unique in the market made with clean, premium ingredients.
- Each bowl contains one package of fresh noodles and one package of classic Thai sauce with vegetables and plant-based protein
- Award winning Thai peanut sauce
- Convenient to use heat in a microwave for two minutes and ready to serve
- Recyclable packaging



Ingredient Comparison: Thai Peanut Noodle Bowl









\$5.99

Peanut Sauce: Coconut milk,

Carrot, Coconut sugar, Peanut, Red curry paste (Garlic, water, shallot, dried chili, lemongrass, sugar, kaffir lime, galangal, spices (coriander seeds, cumin, cardamom), Massaman curry paste (Garlic, sugar, sunflower oil, dried chili, tamarind paste, shallot, lemongrass, spices (coriander seeds, cumin, cardamom, cinnamon, bay leaves, lesser galangal, cloves), kaffir lime, galangal), Red bell pepper, Sugar, Water, Sunflower oil, Edamame, Tamarind paste, Salt

Noodles: Wheat flour, Water, Modified starch, Salt, Rice bran oil

\$5.99

Peanut Sauce: Water, Sugar, Peanut Paste, Fish Sauce (Anchovy, Water, Salt, Sugar), Red Curry Paste (Chili Pepper, Garlic, Lemongrass, Salt, Shallot, Galangal, Shrimp Paste, Thai Lime, Pepper), Onion, Garlic,

Lime, Pepper), Onion, Garlic,
Glucono Delta- Lactone
(Acidulant), Coconut Milk
Powder (Extractives of Coconut,
Corn Maltodextrin, Sodium
Caseinate [Milk]), Lemon,
Sesame Oil, Acetic Acid, Peanut,
Spices, Lemongrass, Tamarind
Paste (Tartaric Acid, Succinic
Acid, Malic Acid, Tamarind Seed
Gum, Pectin), Xanthan Gum,
Citric Acid, Caramel Color, Yeast
Extract. Dehydrated Vegetables:
Bok Choy, Carrot, and Red Bell
Pepper.

Noodles: Water, Rice, Potato Starch, Lactic Acid, Amylase.

Topping: Peanuts

\$4.99

Peanut Sauce: Dextrose,

Peanut Butter, Sugar, Water, Sov Sauce (Water, Sovbeans, Wheat, Salt), Sesame Oil, Peanut Flour, Molasses, Rice Vinegar, Garlic Puree, Sesame Seed Paste, Less Than 2% of Peanut Oil, Spice, Crushed Chili Pepper, Salt, Rosemary Extract (Sunflower Oil. Rosemary Extract), Ground Red Pepper, Lactic Acid. Peanuts: Dry Roasted Peanuts. Topping: Dehydrated Cabbage, Dehydrated Bok Choy, Dehydrated Carrot, Roasted Sesame Seeds, Glucose. Hokkien Noodles: Water, Wheat Flour, Modified Tapioca Starch, Less Than 2% of Salt. Wheat Gluten. Lactic

Acid

\$4.99

Peanut Sauce.

Water, Peanut Paste and Peanut, Sugar, Soybean Oil, Brown Sugar, Soybeans, Chili Pepper, Acetic Acid, Salt, Glucono Delta Lactone (Acidulant), Citric Acid, Sesame Seed Paste, Sesame Oil, Extractives of Paprika, Xanthan Gum (Thickener), Malic Acid. Topping: Peanut. Vegetable Packet: Red Bell Pepper, Green Onion.



Noodle Bowls Labels





Selected Retailers





























ROCERS Haggen Bristol Farms



Retailers to Launch Watcharee's Noodle Bowls (May 2024)





Overview of Asian Sauce Category Retailer A (450 stores Northeast Region)

				SALES (\$) PE	RFORMANCE		S	ALES (UNITS)	PERFORMAN	CE		
									Sales			
		Unit		Sales (\$) %		Dollar	\$ Shr		(Units) %	Sales CYA	Unit	
High Brand	Rank	Rank	Sales (\$)	CYA	Sales CYA (\$)	Share	CYA (pp)	Sales (Units)	CYA	(Units)	Share	
ASIAN			\$6,654,577	+0.2%	\$11,075	100.0%		1,927,761	-5.9%	-119,852	100.0%	
ALL OTHER SS ASIAN SAUCE/MARINADE	1	. 1	\$1,935,334	-5.6%	-\$113,997	29.1%	-1.8	439,544	-17.3%	-92,117	22.8%	
SOYSAUCE	2	2	\$959,169	-3.3%	-\$32,438	14.4%	-0.5	294,283	+1.5%	4,333	15.3%	
SS ASIAN FOOD ITEMS	3	3	\$786,447	+5.7%	\$42,687	11.8%	+0.6	291,748	-1.7%	-4,972	15.1%	
DRY RICE	4	8	\$544,654	+2.6%	\$13,789	8.2%	+0.2	84,369	+0.7%	626	4.4%	
DRYSOUP	5	5	\$425,421	+6.1%	\$24,293	6.4%	+0.4	142,471	-17.4%	-30,092	7.4%	
RAMEN	6	4	\$418,521	+6.6%	\$25,790	6.3%	+0.4	189,874	-0.1%	-255	9.8%	
NOODLES	7	6	\$393,807	-12.7%	-\$57,513	5.9%	-0.9	97,217	-21.9%	-27,211	5.0%	
ASIAN COOKING OILS	8	11	\$329,778	-0.1%	-\$199	5.0%		62,847	-4.1%	-2,704	3.3%	
READY TO DRINK COCONUT MILK	9	10	\$229,456	+10.9%	\$22,511	3.4%	+0.3	65,657	+15.9%	9,016	3.4%	
COOKIES	10	9	\$158,580	+108.0%	\$82,344	2.4%	+1.2	71,884	+73.9%	30,556	3.7%	

- Asian Sauces and Marinades are the Asian category driver – holding the largest share of \$ Sales over the past L13 weeks at 29.1%.
- Although the segment is the \$ Share leader, it is in decline YOY by 5.6%.

In a segment that is down over 5% in Sales (\$) WATCHAREE'S is contributing positive dollars!

		_	:	SALES (\$) PER	FORMANCE			SALES (UNITS) PERFORMANCE				
		Unit	6 L (Å)	Sales (\$) %	Sales CYA		\$ Shr CYA		Sales (Units)	Sales CYA	Unit	
High Brand	Rank	Rank	Sales (\$)	CYA	(\$)	Share	(pp)	Sales (Units)	% CYA	(Units)	Share	
ASIAN			\$1,935,334	-5.6%	-\$113,997	100.0%		439,544	-17.3%	-92,117	100.0%	
KIKKOMAN	1	1	\$284,922	-13.8%	-\$45,596	14.7%	-1.4	80,593	-10.7%	-9,674	18.3%	
THAI KITCHEN	2	4	\$199,512	+25.9%	\$41,004	10.3%	+2.6	32,747	-1.7%	-567	7.5%	
KAME	3	2	\$177,781	+54.2%	\$62,487	9.2%	+3.6	40,607	+27.5%	8,769	9.2%	
HOUSE OF TSANG	4	3	\$130,332	-24.4%	-\$42,154	6.7%	-1.7	32,833	-23.8%	-10,249	7.5%	
GREYSTAR PANDA EXPRES	5	5	\$111,569	-39.2%	-\$71,903	5.8%	-3.2	29,616	-42.9%	-22,287	6.7%	
LEE KUM KEE	6	6	\$97,779	-29.5%	-\$40,877	5.1%	-1.7	25,532	-28.8%	-10,309	5.8%	
PRIVATE LABEL	7	7	\$62,746	+59.7%	\$23,457	3.2%	+1.3	16,293	+58.5%	6,013	3.7%	
O FOOD	8	11	\$59,194	+1903.0%	\$56,239	3.1%	+2.9	11,823	+1664.7%	11,153	2.7%	
DAI DAY	9	14	\$57,165	+23.5%	\$10,890	3.0%	+0.7	11,251	+21.2%	1,970	2.6%	
IRON CHEF	10	13	\$54,696	-43.2%	-\$41,568	2.8%	-1.9	11,353	-43.2%	-8,620	2.6%	
BLUE DRAGON	11	8	\$53,907	+59.7%	\$20,148	2.8%	+1.1	15,921	+7.4%	1,103	3.6%	
SUN LUCK	12	9	\$53,675	+9.2%	\$4,528	2.8%	+0.4	14,240	+10.9%	1,402	3.2%	
WATCHAREES	13	17	\$52,811	+14.3%	\$6,599	2.7%	+0.5	7,404	+12.8%	838	1.7%	

WATCHAREE'S is ranked 13th in \$
 Sales in the Category gaining
 +0.5 share pts YOY in the L13
 weeks

Source: Stop & Shop L13 WE 2/25/24



Overview of Asian Sauce Category Retailer B (186 stores in Northeast Region)

				SALES (\$) PI	ERFORMANCE			5	CE			
									Sales			
		Unit		Sales (\$) %		Dollar	\$Shr		(Units) %	Sales CYA	Unit	Unit Shr
High Brand	🚚 Rank	Rank	Sales (\$)	CYA	Sales CYA (\$)	Share	CYA (pp)	Sales (Units)	CYA	(Units)	Share	CYA (pp)
ASIAN			\$4,963,539	+4.4%	\$211,189	100.0%		1,404,665	-1.8%	-26,130	100.0%	
ALL OTHER SS ASIAN SAUCE/MARINADE	1	1	\$1,761,262	+5.1%	\$85,080	35.5%	+0.2	434,887	-1.6%	-6,993	31.0%	+0.1
SOY SAUCE	2	2	\$645,595	+5.1%	\$31,197	13.0%	+0.1	206,713	-0.5%	-978	14.7%	+0.2
SS ASIAN FOOD ITEMS	3	3	\$575,390	-1.8%	-\$10,324	11.6%	-0.7	180,644	-9.1%	-18,158	12.9%	-1.0
NOODLES	4	5	\$414,652	+4.8%	\$18,958	8.4%		104,943	+0.2%	169	7.5%	+0.1
DRY RICE	5	8	\$374,456	+6.4%	\$22,660	7.5%	+0.1	58,686	+4.8%	2,680	4.2%	+0.3
RAMEN	6	4	\$279,543	-2.6%	-\$7,481	5.6%	-0.4	111,459	-5.5%	-6,536	7.9%	-0.3
READY TO DRINK COCONUT MILK	7	6	\$251,725	+6.5%	\$15,262	5.1%	+0.1	70,759	+10.1%	6,507	5.0%	+0.5
ASIAN COOKING OILS	8	9	\$210,393	+3.1%	\$6,384	4.2%	-0.1	48,061	-1.2%	-568	3.4%	
SS BAMBOO SHOOTS/WATER CHESTNUT	9	7	\$95,670	-4.0%	-\$3,973	1.9%	-0.2	63,300	-6.0%	-4,023	4.5%	-0.2
DRY SOUP	10	11	\$94,234	-20.8%	-\$24,782	1.9%	-0.6	26,433	-37.1%	-15,586	1.9%	-1.1

- Asian Sauces and Marinades are the Asian category driver – holding 35.5 % of Category \$, a growth of +0.2 pts
- The segment drives 31% of the Units, growing Share YOY in the L13 weeks by +0.1 pts.

WATCHAREE'S is ranked 4th in Dollar Sales in the Asian Sauces and Marinades Category

			_		SALES (\$) PER	FORMANCE		SA	LES (UNITS) PI	ERFORMAN(CE		
		\$	Unit		Sales (\$) %	Sales CYA	Dollar	\$ Shr CYA		Sales (Units)	Sales CYA	Unit	Unit Shr
High Brand	41	Rank	Rank	Sales (\$)	CYA	(\$)	Share	(pp)	Sales (Units)	% CYA	(Units)	Share	CYA (pp)
ASIAN				\$1,761,262	+5.1%	\$85,080	100.0%		434,887	-1.6%	-6,993	100.0%	
PRIVATE LABEL		1	1	\$262,907	-14.8%	-\$45,570	14.9%	-3.5	94,809	-17.1%	-19,594	21.8%	-4.1
KIKKOMAN		2	2	\$162,127	-10.3%	-\$18,624	9.2%	-1.6	47,503	-11.1%	-5,943	10.9%	-1.2
THAI KITCHEN		3	3	\$130,868	+18.3%	\$20,279	7.4%	+0.8	28,427	+11.6%	2,948	6.5%	+0.8
WATCHAREES		4	9	\$104,434	-3.9%	-\$4,265	5.9%	-0.6	14,593	+6.9%	940	3.4%	+0.3
HOUSE OF TSANG		5	4	\$101,272	-10.0%	-\$11,230	5.7%	-1.0	24,957	-3.3%	-863	5.7%	-0.1
TEXAS PETE		6	8	\$70,615	+9.6%	\$6,185	4.0%	+0.2	14,817	-10.7%	-1,776	3.4%	-0.3
MELINDAS		7	10	\$62,617	+80.5%	\$27,933	3.6%	+1.5	13,550	+78.8%	5,973	3.1%	+1.4
COCONUT SECRET		8	16	\$61,368	+21.1%	\$10,674	3.5%	+0.5	9,041	+19.7%	1,488	2.1%	+0.4
SUN LUCK		9	5	\$55,585	+51.3%	\$18,844	3.2%	+1.0	18,120	+3.6%	624	4.2%	+0.2
LEE KUM KEE		10	12	\$54,724	-1.5%	-\$818	3.1%	-0.2	12,259	-2.5%	-320	2.8%	

- WATCHAREE'S is ranked 4th in the Category while being 9th in Units.
- ➤ WATCHAREE'S currently accounts for 5.9% of the Category \$ Sales at Hannaford, a loss of -0.6 share pts YOY.
 - \$ Share is in slight decline, but Unit Share is growing YOY!

Source: Hannaford L13 WE 2/25/24

Despite the higher price point, WATCHAREE'S Thai Peanut Sauce and Pad Thai Sauce are Top 30 items in \$ Sales in the Category!

			PRICING
	\$	Base	Promo
Item Description	→ Rank	Price	Price
ASIAN		\$4.33	\$3.43
TEXAS PETE CHA CHILI SAUCE SRIRACHA 18 OZ 75500-00520	1	\$4.49	\$3.97
THAI KITCHEN RED CURRY ORIENTAL PASTE CURRY 4 OZ 37628-00300	2	\$4.55	\$4.20
PRIVATE LABEL GINGER TERIYAKI ORIENTAL SAUCE ALL PURPOSE 12 OZ 00366-37917	3	¥ = · = ·	\$2.73
COCONUT SECRET COCONUT ORIENTAL SAUCE SEASONING 8 OZ 51492-00204	4	Ψ00	\$5.83
PRIVATE LABEL SWEET BOURBON MARINADE ALL PURPOSE 12 OZ 00366-36961	5	\$2.88	\$2.75
ROLAND SRIRACHA ORIENTAL SAUCE CHILI SAUCE 17 OZ 41224-87190	6	\$5.47	\$4.70
KAME REGULAR ORIENTAL SAUCE DUCK 8.5 OZ 70844-00502	7	\$4.65	\$4.38
MOTHER IN LAWS KIMCHI GOCHUJANG PASTE CHILI PASTE 10 OZ 55230-00213	8	\$9.00	\$7.69
PRIVATE LABEL SWEET SAUCE CHILI SAUCE 14.5 OZ 06255-34654	9	\$2.34	\$2.23
AH SO ORIGINAL ORIENTAL SAUCE ALL PURPOSE 15 OZ 73992-16111	10	\$4.27	\$3.66
KIKKOMAN TERIYAKI ORIENTAL MARINADE AND SAUCE TERIYAKI 15 OZ 41390-01030	11	\$3.69	\$3.22
MELINDAS SRIRACHA ORIENTAL SAUCE ALL PURPOSE 12 OZ 50003-11307	12	\$4.68	\$4.31
LA CHOY SWEET AND SOUR ORIENTAL MARINADE AND SAUCE STIR FRY 14.8 OZ 44300-12082	13	\$3.05	\$2.63
WATCHAREES PEANUT ORIENTAL SAUCE PEANUT 12.8 OZ 94368-99997	14	\$7.84	\$7.34
KIKKOMAN REGULAR ORIENTAL SAUCE STIR FRY 12.1 OZ 41390-02070	15	\$3.35	\$2.94
LEE KUM KEE SPICY ORIENTAL SAUCE HOISIN 20 OZ 42812-70061	16	\$6.97	\$5.96
PRIVATE LABEL REGULAR SAUCE STIR FRY 14.5 OZ 05205-33620	17	\$2.27	\$2.10
A TASTE OF THAI SWEET RED CHILI ORIENTAL MARINADE AND SAUCE ALL PURPOSE 7 OZ 70650-80036	18	\$5.82	\$5.08
HOUSE OF TSANG GENERAL TSAO ORIENTAL SAUCE STIR FRY 12.6 OZ 75050-31975	19	\$4.33	\$3.83
KIKKOMAN HOISIN SAUCE HOISIN 9.4 OZ 41390-01540	20	\$3.84	\$3.41
MEE TU SWEET AND PUNGENT ORIENTAL SAUCE DUCK 40 OZ 73166-04215	21	\$5.26	\$4.47
BIBIBOP REGULAR ORIENTAL SAUCE YUM YUM 16 OZ 70200-79001	22	\$4.43	\$3.84
MELINDAS THAI SWEET CHILI ORIENTAL SAUCE CHILI SAUCE 12 OZ 50003-11308	23	\$4.68	\$4.14
LEE KUM KEE PANDA BRAND OYSTER ORIENTAL SAUCE OYSTER 9 OZ 78895-30001	24	\$3.06	\$2.63
KIKKOMAN TERIYAKI BASTE AND GLAZE TERIYAKI 12 OZ 41390-01110	25	\$3.34	\$2.92
PRIVATE LABEL SWEET AND SOUR SAUCE SWEET AND SOUR 14.5 OZ 05205-33638	26	\$2.35	\$2.19
HOUSE OF TSANG REGULAR ORIENTAL SAUCE STIR FRY 11.5 OZ 75050-00610	27	\$4.33	\$3.87
WATCHAREES PAD THAI ORIENTAL SAUCE ALL PURPOSE 13.3 OZ 94368-99992	28	\$7.83	\$7.39
BLUE DRAGON REGULAR ASIAN SAUCE FISH 5.07 OZ 11464-50643	29	\$2.99	\$2.57
SKY VALLEY SRIRACHA SAUCE SRIRACHA 18.5 OZ 96859-00088	30	\$7.14	\$6.42
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Source: Hannaford 52W WE 2/25/24



THANK YOU!

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