



Private Label Capabilities

April 2024



Background

- Founded in 2014 by Watcharee Limanon, a recognized Thai culinary artist from Bangkok
- Creator of Sofi Award winning products in 2022 and 2023 under Watcharee's brand
- Creator of 9 Thai new brand in 2024
- Manufacture 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 Asian meals at home
- Capabilities to develop Asian private label products that meet flavor, quality and market requirements.
- Women-owned small business certified by WBE
- Warehouses located on East and West Coasts
- FSVP importer of record for State of Maine
- Commercial General Liability Insurance coverage up to \$5 million



Watcharee's Existing Product Line



- Faithful interpretations of classic Thai favorites
- Modern clean label upgrade
- Foolproof convenience for home chefs

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





Private Label Capabilities



- Strong understanding of Thai culinary traditions, modern manufacturing processes, and U.S. specialty food market
- Experience developing unique Asian products that reflect U.S. consumer interests and market trends, while meeting pricing, packaging, sustainability and other requirements
- Ability to facilitate access to world-class co-packer capabilities in Thailand to deliver high quality products manufactured from fresh, clean local ingredients
- Strategic partnership with top Thai specialty food co-packer
- Understanding of Thai and U.S. legal systems and business practices (trained as a lawyer in the U.S. and Thailand)



Thai Co-packer Capabilities

- Headquartered in suburban Bangkok with nearly 50 years of experience producing the finest quality Thai curry pastes, curry sauces and condiments that meet international standards:
 - Production capacity at 50-60 metric tons per day (170,000 units/28,333 6 pack cases of 12 oz jar per day)
 - Facilities include 11 steam jacket kettles, 3 scraped surfaces and 5 retort machines.
 - 600 staff
- Complies with international health, safety and sustainability standards – BRCGS, IFS, EUR, Fairtrade and Social Audits (Sedex, SMATA, BSCI)
- First certified Fairtrade facility for curry paste and sauces in Southeast Asia
- Committed to source highest quality, clean ingredients as well as promotes innovation, sustainability and corporate social responsibility
- Sources ingredients, including all packaging, from Thailand to ensure reliable supply chain





Private Label Items

- Develop products that meet all private label flavor, quality and sustainability requirements, price points, packaging, etc.
- Available Asian and Thai items include:
 - Asian stir-fry and dipping sauces
 - Asian condiments including Sriracha hot sauces and chili crisp
 - Thai curry paste
 - Asian curry simmer sauces
 - Soy sauce (regular and low sodium) and Tamari soy sauce (gluten free)
 - Rice noodles (dry and vacuum-packed)
 - Vermicelli noodles (dry)
 - Udon noodles (vacuum-packed)
 - Ready-to-eat curry sauce meal kits with vegetables and plant-based protein
 - Other items upon request
- Estimated timeframes for development
 - Product development (4-6 weeks)
 - Packaging art design & approval (2-4 weeks)
 - Production lead time (6-8 weeks)
 - Product run (1-2 weeks depending on volume)
 - Ocean freight from Thailand to LA, NY/NJ Port & customs clearance (6-8 weeks)



Private Label Organic & Fairtrade Items

Organic product(s) Processed and handling:

Product code	Name	Status: ORGANIC Applicable standards			Trade name
		Cert All (IFOAM Accredited)	Cert All (EU Equivalent) ¹	COR ²	
SCSJ08003	Sweet Chili Sauce	N/A	✓	N/A	N/A
SRIJ08003	Sriracha Sauce	N/A	✓	N/A	N/A
GCOF01004	Green Curry Paste	N/A	✓	N/A	N/A
RCOF01005	Red Curry Paste	N/A	✓	N/A	N/A
YCOF01002	Yellow Curry Paste	N/A	✓	N/A	N/A
OSBF01005	Sambal Oelek	N/A	✓	N/A	N/A
OSBF01101	Green Sambal Oelek	N/A	✓	N/A	N/A
MGIJ08001	Minced Ginger	N/A	✓	N/A	N/A
MGLJ08001	Minced Garlic	N/A	✓	N/A	N/A
MGAJ08001	Minced Galangal	N/A	✓	N/A	N/A
MLGJ08001	Minced Lemongrass	N/A	✓	N/A	N/A
GCPJ08001	Green Curry Paste	N/A	✓	N/A	N/A
RCPJ08001	Red Curry Paste	N/A	✓	N/A	N/A



Private Label Sriracha Line

- Develop products that meet all private label flavor, quality and sustainability requirements, price points, packaging, etc.
- Available Sriracha items include:
 - Sriracha Hot Chili Sauce
 - Sriracha Yellow Chili Sauce
 - Sriracha Green Chili Sauce
 - Sriracha Chili Ketchup
 - Sriracha Mayo
 - Sriracha Mustard





Packaging Options for Sriracha Line



PET 250 ML



PET 450 ML

- PET 250 ML
- PET 450 ML
- Two options for caps





Private Label Chili Crisp

- Develop unique on-trend chili crisp dipping and condiment item that offers competitive price point with Sichuan pepper, star anise, cinnamon, crispy onion and garlic.
- NET WT 6 oz





THANK YOU!

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