



WATCHAREE'S

EXQUISITE
READY-TO-USE THAI SAUCES



 **Alibaba Group**

AUGUST, 2020



BRING THE AUTHENTIC FLAVORS OF
THAILAND INTO YOUR HOME!



CREATE QUICK AND HEALTHY TRADITIONAL OR
FUSION THAI DISHES IN LESS THAN 20 MINUTES

20
MINUTES
OR LESS





BRAND WITH UNIQUE STORY



ESTABLISHED IN 2014 IN MAINE



FOUNDED BY WATCHAREE LIMANON,
RECOGNIZED THAI CULINARY ARTIST
FROM BANGKOK



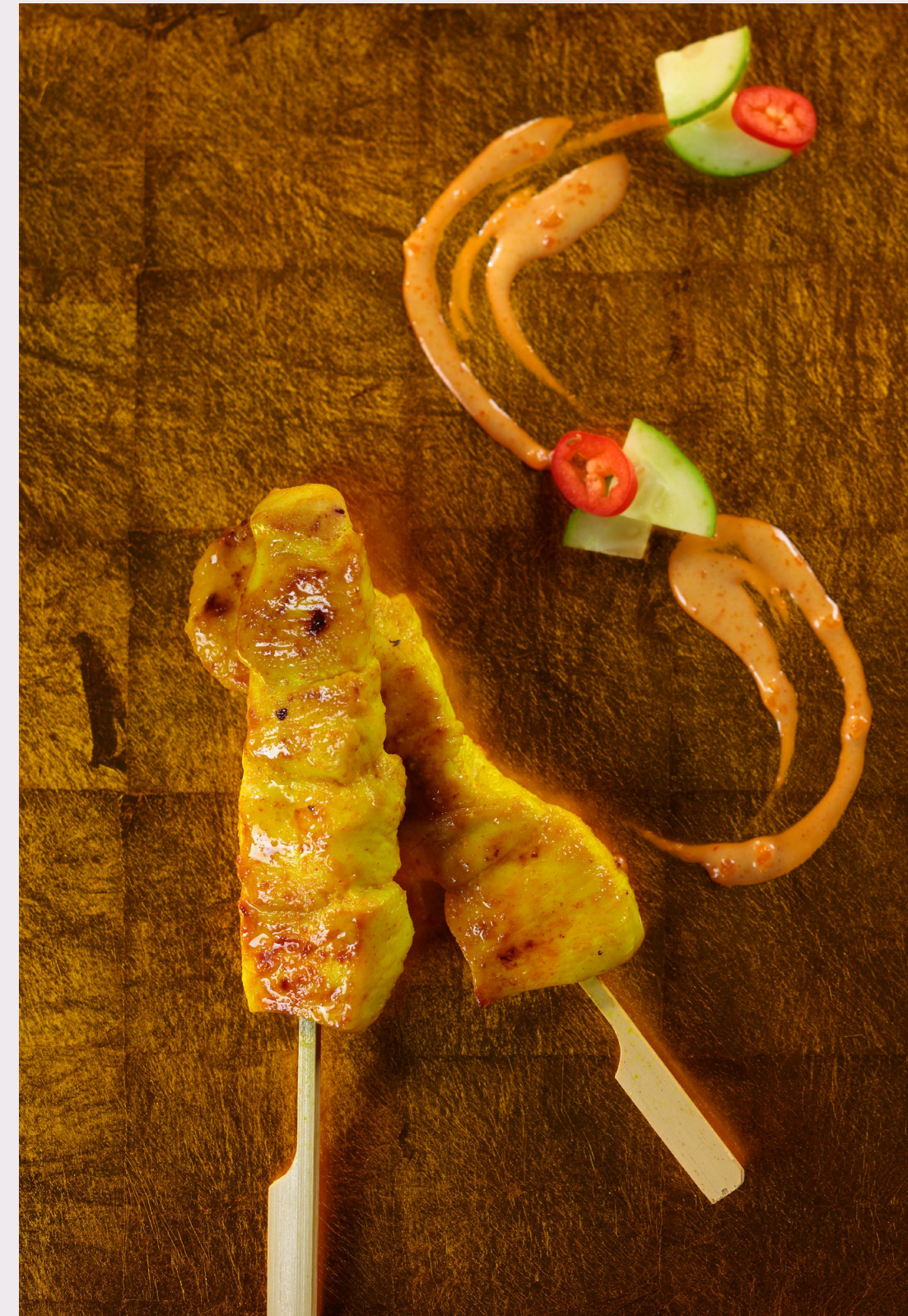
CERTIFIED WOMEN-OWNED SMALL
BUSINESS





MEETING CUSTOMER DEMAND

- AUTHENTIC TASTE AND PREMIUM QUALITY
- CLEAN PRODUCTS - NO ARTIFICIAL INGREDIENTS
- READY-TO-EAT OPTIONS
- STAY AT HOME COOKS, MILLENNIALS, iGENS, VEGANS AND FOODIES





ON TREND



- ASIAN SAUCES AND MARINADES ARE SHOWING DOUBLE-DIGIT GROWTH, OUTPACING OVERALL CATEGORY GROWTH
- WATCHAREE'S IS ON TREND WITH THE CATEGORY, SHOWING DOUBLE DIGIT GROWTH SINCE LAST YEAR
- AT RETAILER A (185 STORES IN NEW ENGLAND), WATCHAREE'S IS IN THE TOP 20 BRANDS WITHIN THE ASIAN CATEGORY





EXISTING LINE - 12oz JARS



- ITEMS BY RANK: THAI PEANUT SAUCE, PAD THAI SAUCE, THAI YELLOW CURRY SAUCE, THAI MASSAMAN CURRY SAUCE, THAI GREEN CURRY SAUCE
- CASE PACK 6 - MSRP \$8.99
- KEY RETAILERS INCLUDE WHOLE FOODS MARKET (GLOBAL), WEGMAN'S, HANNAFORD, PUBLIX/GREENWISE, MARKET 32, ALBERTSON'S TEXAS AND NEW MEXICO, KING'S & BALDUCCIS, NATURAL GROCERS, ZUPAN'S, LASSEN'S, ROCHE BROTHERS AND ROUSES AND OTHER SPECIALTY FOOD STORES





LINE EXTENSION - 7oz POUCHES



- THAI RED CURRY SAUCE, THAI PEANUT SAUCE, AND THAI COCONUT CURRY SAUCE
- SAUCES BUILD ON SUCCESS TO DATE
- SINGLE USE, MULTI-SERVING
- CASE PACK 6 – MSRP \$5.79
- LAUNCH WINTER 2020





CONTACT US

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