

**AWSM**  
**sauce**

**Big Flavor • Sweet Savings • Happy Planet**



# HARNESSING THE POWER OF POWDER

AWSM Sauce is the world's first sustainability-focused sauce brand. We've developed a range of dry-blend products that reconstitute into your favorite sauces, offering a lighter, easier-to-handle, more sustainable, and more flavorful option at a better price.

Our goal at AWSM Sauce is to deliver Big Flavor, Sweet Savings, and a Happy Planet. We understand that modern consumers prioritize taste while expecting culinary professionals to prepare food in a sustainable and transparent manner. Our commitment extends beyond customer satisfaction to our operators and the environment. By utilizing our dry-blend format, we reduce weight and packaging, minimizing clutter in kitchens and alleviating the physical strain associated with traditional water-based products. Explore our mission to sauce responsibly and discover a new way to enjoy your favorite flavors.



**GLUTEN-FREE**



**LESS WASTE**



**VEGAN**



**NO ADDED PRESERVATIVES**



**NO SHIPPED WATER**



**AWESOME FLAVORS**

**learn more: [awsmsauce.co](https://awsmsauce.co)**

## Meet Carl and Paul

Meet Carl and Paul, the "dadtrepeneurs" on a mission to change the world for Generation Alpha. They are the founders of AWSM Sauce, driven by their passion to eliminate single-use plastic from kitchens and revolutionize the art of sauce-making. With their patent-pending "powder-to-pour" technology, they are determined to challenge the dominance of American sauce giants and bring about a positive transformation in the food industry. Visit our website to learn more about these joyous dads, who always sport matching shoes and share a laughter-filled journey.



LET'S GET  
SAVORY







### classic ketchup

Pack Size: 6 Bags/Case

Yields 101.6 oz (per bag),  
mix with 2 quarts water

**73% less CO2e**  
(carbon emissions based on  
packaging and diesel freight travel)



### deli spread

Pack Size: 4 Bags/Case

Yields 109.2 oz (per bag),  
mix with 2 quarts water (add oil)

**80% less CO2e**  
(carbon emissions based on  
packaging and diesel freight travel)



### hot sauce

Pack Size: 6 Bags/Case

Yields 100.4 oz (per bag),  
mix with 2 quarts water

**80% less CO2e**  
(carbon emissions based on  
packaging and diesel freight travel)



### tangy bbq

Pack Size: 6 Bags/Case

Yields 104 oz (per bag),  
mix with 2 quarts water

**77% less CO2e**  
(carbon emissions based on  
packaging and diesel freight travel)

## Flavor from around the globe



SCAN FOR MORE SAUCE



- 1** Regional USA Sauces
- 2** Hispanic Inspired Sauces
- 3** Latin/Caribbean Sauces
- 4** Mediterranean/European Sauces
- 5** Indian Inspired Sauces
- 6** Asian Inspired Sauces

## Space

SAVINGS

85%



## CO<sup>2</sup>/Shipping

SAVINGS

75%



## Plastic

SAVINGS

90%



Sauce

Weight

Emissions

CO<sup>2</sup> Savings

Case of Ketchup

+

49.5

+

5.3

=

301.3

(Pounds)

(Volume)

(Pounds of CO<sup>2</sup>)

**AWSM**  
sauce





## Branded POS



## Kitchen Items





**OUR RESTURANT  
KILLS PLASTIC  
WITH CONDIMENTS**



  [AWSMIDEAS.COM](https://www.awsmideas.com)

Daaaang, that's

# Sauvy

**Contact:**  
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**DIELINE  
AWARDS  
2023  
FIRST PLACE**