

Karma Sauce



**Boldly Crafted For Meals
That Matter.**



The Surplus Sauce Problem:

Consumers Want Premium Quality and Flavor. But.....



Canned Ingredients Are The Norm

- Can't Develop Robust Flavor Profiles.
- Makes products taste 'samey'.



Artificial Preservatives Are The Norm

- Gives products a 'chemical' flavor.
- Potential health side effects.



Generic Formulas Are The Norm

- Many producers stick to watery vinegar-based recipes.
- Many of those who do want to push boundaries lack the culinary background needed to succeed.

The Solution?

Karma Sauce®



We Grow Our Own Ingredients

- Nothing Canned.
- What we don't grow we buy locally.

We Keep It Natural

- No Xanthan Gum.
- No Fructose.
- No nonsense.

We Handcraft Every Bottle

- We own a state of the art micro-factory.
- We control the process from farm to factory to bottle.

We Go Bold

- Our saucemaster has extensive culinary training.
- We've produced several one of a kind flavor profiles that have been met with wide critical acclaim.

Our Story: an Ode to the Finger Lakes



In 2008, company founder Gene Olczak participated in a Finger Lakes locavore challenge. It was during this tournament that he dreamed up a hot sauce using only the local produce he had at his disposal. Without knowing it, he had created the first batch of Karma Sauce.



Fast forward to 2020, and Karma Sauce has grown into both an expansive pepper farm in Bristol and a micro-batch factory in downtown Rochester. The commitment to local Finger Lakes produce remains as strong as ever.

A CRITICAL DARLING

Karma Sauce is the most award-winning hot sauce manufacturer in New York State.

8

Scovies

25

Golden Chiles

84

Fiery Food
Challenge Wins



*"OUR GUESTS ARE GOING TO LEARN VERY
QUICKLY THAT THIS IS SOME NEXT LEVEL SH*T!"*

- SEAN EVANS, HOST OF HOT ONES, INTRODUCING EXTREME KARMA

Digital Presence

HOT ONES Mainstay

HOT ONES is a popular Youtube talk show featured on the FirstWeFeast channel.

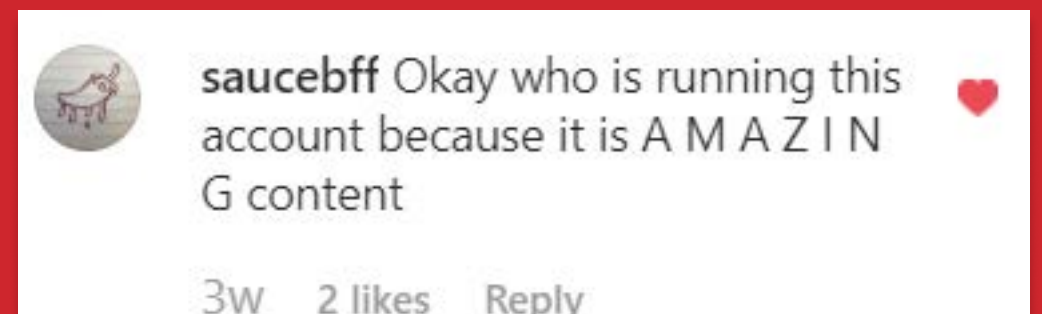
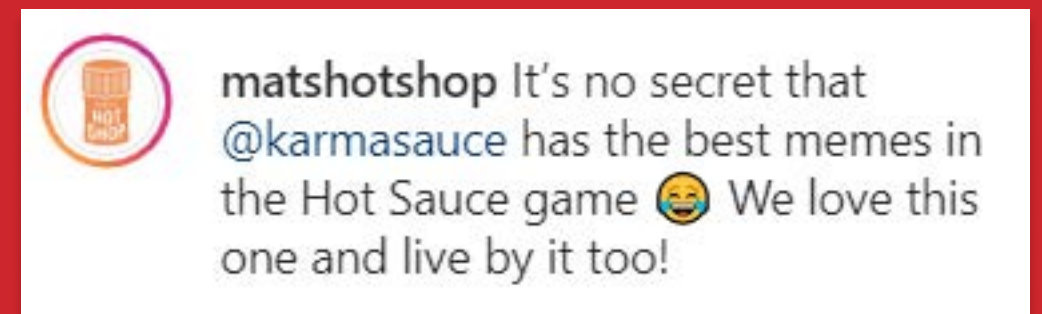
- The channel boasts 7.23M subscribers.
- Individual episodes receive between 2M and 44M views depending on guest.



Social Media

Karma Sauce has an expanding presence on Facebook and Instagram.

- More than 2,000 Facebook followers and growing.
- More than 1,600 Instagram followers and growing.
- We produce creative content daily.
- Every new vendor gets a shout-out.





Featured On Every Season Of

HOT ONES

Since Season 5!

Extreme Karma Season 5

Burn After Eating Season 10

Los Calientes Season 6-12

THE "I SURVIVED KARMA SAUCE" CLUB:



Michael B. Jordan



Billie Eilish



Shaq



Aubrey Plaza



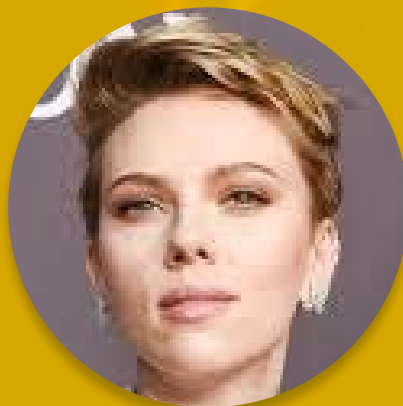
Gordon Ramsay



Halle Berry



Idris Elba



Scarlett Johansson



Ken Jeong



Shia Labouf



Steve Austin



Wiz Khalifa



Natalie Portman



Tyra Banks



Jeff Goldblum



Chrissy Teigen



Charlize Theron



Gabriel Iglesias

AND DOZENS MORE....

STARTER SAUCES

Big on flavor, gentle on heat. These bottles are made for anyone with tastebuds.



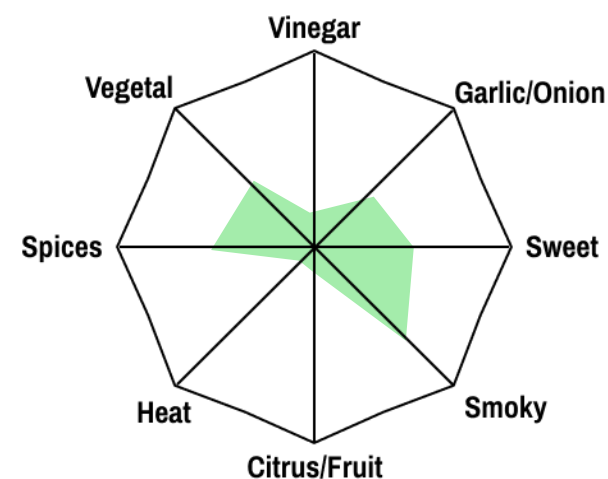
Good Karma

In-store Positioning: Charcuterie, Breakfast Foods, Vegetables

An instant classic. Our signature chunky butternut squash base with the zing of fresh red pepper adds a tangy dimension to any recipe.

Artisinally crafted from...

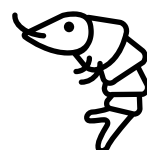
Red habanero and bell pepper, butternut squash, apple cider vinegar, onion, sweet potato, honey, garlic, salt, ginger.



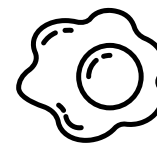
Pairs With....



Cheese +
Crackers



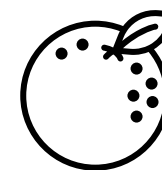
Shrimp



Eggs



Stir-Fry



Orange
Juice

3 Zestfest Wins
For A Mild Hot Sauce



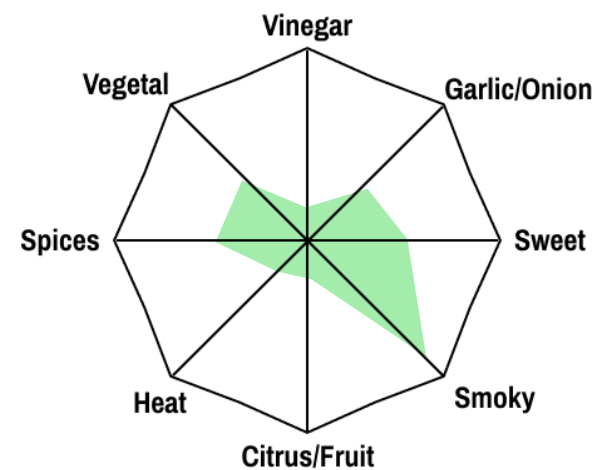
Smokey Karma

In-store Positioning: BBQ, Slow Cooker Recipes, Meats

Your new favorite BBQ sauce. This smokey-sweet blend is classic Karma Sauce® with a dash of chipotle pepper and orange zest.

Artisinally crafted from...

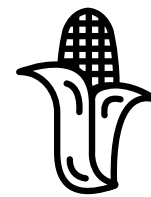
Red bell pepper, butternut squash, apple cider vinegar, onion, sweet potato, honey, garlic, salt, ground chipotle chile, ginger, orange zest.



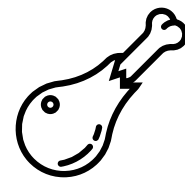
Pairs With....



Pork



Corn



Wings



Brisket



Baked Beans

5 Zestfest Wins
For A Mild/Chipotle Sauce



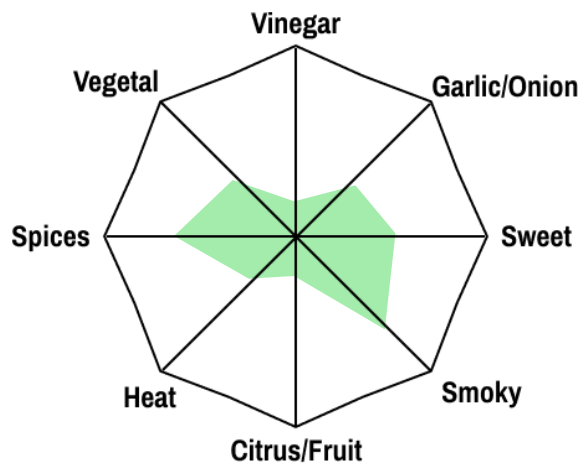
Curry Karma

In-store Positioning: International Foods, Stir Fry Kit, Brunch, Chutneys

Our classic Karma recipe remixed with real mango and dashes of tamarind and curry spices. The result: an exotic flavor combination that puts an exciting spin on everyday eating. Perfect for stir-fries, wings, marinades, and stews.

Artisinally crafted from...

Red habanero and bell pepper, butternut squash, apple cider vinegar, onion, sweet potato, honey, mango, garlic, salt, tamarind, ginger, curry spices.



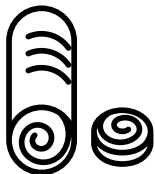
Pairs With....



Rice Noodles



Stir-Fry



Pork Tenderloin



Stew



Baked Apple

- 1 **Scovie Win** Medium Hot Sauce
- 8 **Zestfest Wins** Asian/Medium Sauce



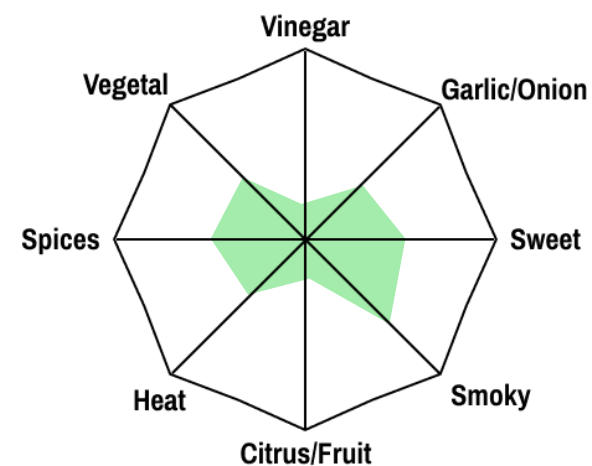
Bad Karma

In-Store Positioning: "Game Night" Snacks, Creamy Condiments, Beer

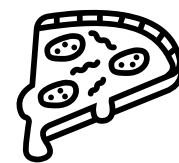
Bad Karma takes the signature flavor of the original Good Karma and dials up the hot red pepper, resulting in a refreshing heat that enhances flavors without overwhelming them.

Artisinally crafted from...

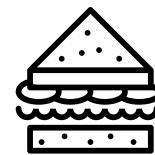
Red habanero and bell pepper, butternut squash, apple cider, vinegar, onion, sweet potato, honey, garlic, salt, ginger.



Pairs With....



Pizza



Triple
Decker



Soup



Fish



Ale

- 1 Scovie Win** All Natural Hot Sauce
- 3 Zestfest Wins** Medium//Hot Sauce



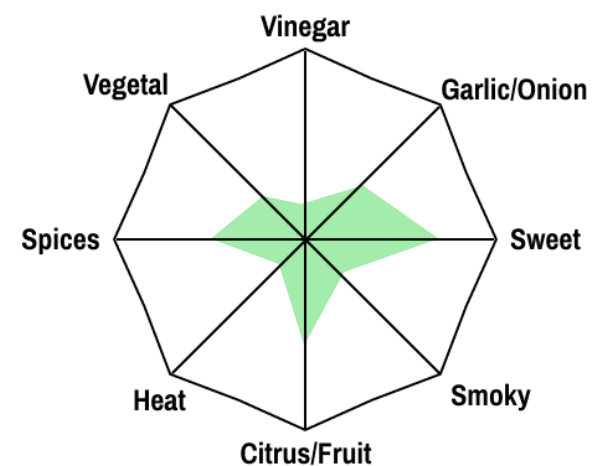
Huhū Piña

In-store Positioning: Meats, Fruits

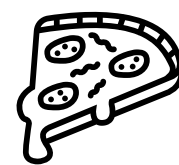
Huhū Piña infuses fresh pineapple with Korean gochugaru peppers to create an intense citrus blast of flavor and heat. Divine on Hawaiian pizza and a religious experience on tacos *Al Pastor*.

Artisinally crafted from...

Pineapple, Smoked Yellow Bell Pepper, Apple Cider Vinegar, Apple, Lime Juice, Agave Nectar, Water, Garlic, Gochugaru Pepper, Habanero Pepper, Salt, Cumin, Ginger, Marjoram, Celery Seed.



Pairs With....



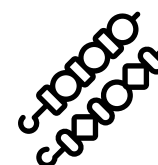
Pizza



Tacos



Eggs



Kebab



Lemonade

2 Zestfest Wins
For An Exotic/Latin Sauce



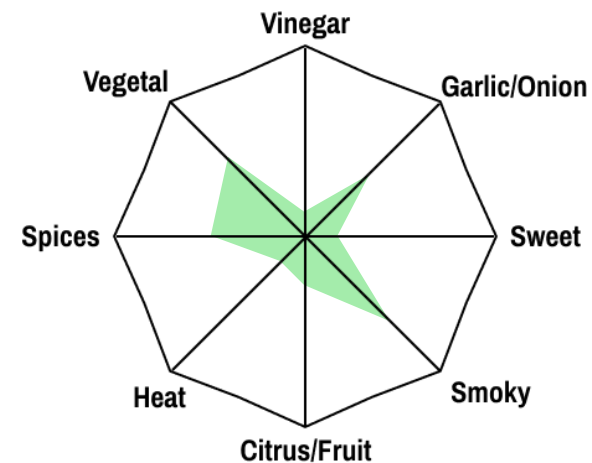
It's Tuesday Somewhere

In-store Positioning: Tacos, Latin Foods, International Foods

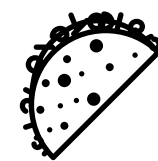
Jalapeno, chipotle, heirloom tomatoes and fresh lime converge to create the ultimate everyday taco sauce. This sauce is so addictive you'll wish everyday was Taco Tuesday!

Artisinally crafted from...

Tomato, Onion, Jalapeno Peppers, Fresh Lime Juice, Agave Nectar, Salt, Garlic, Chipotle Chile, Cumin, Black Pepper, Mexican Oregano.



Pairs With....



Tacos



Fajitas



Stewed
Meats



Tortilla
Chips



Iced Tea

1 **Golden Chile**
Latin-Style Mild Sauce



HARDER SAUCES

These sauces lure you in with bright flavors, but don't expect a smooth ride. Only heat-seekers need apply.



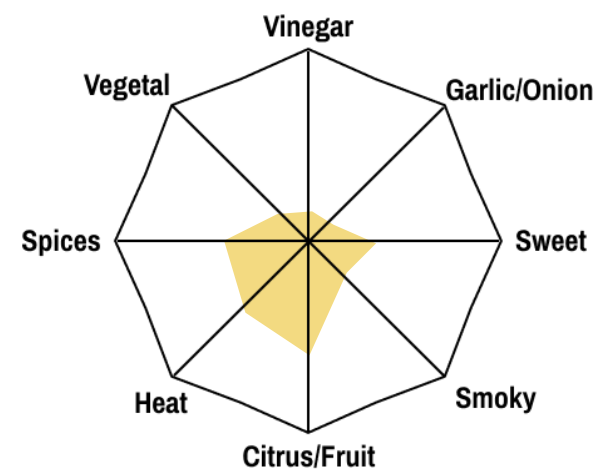
Cherry Bomb

In-store Positioning: Meats, Fruits

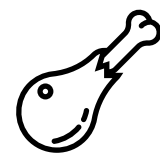
One of the most award-winning hot sauces in the country. True to its name, this distinctive hot sauce adds sweet heat-rich habaneros to a foundation of sour cherries for a fruity sweetness with unmistakable fire.

Artisinally crafted from...

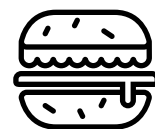
Tart cherries, habanero pepper, onion, apple, apple cider vinegar, evaporated cane juice, lime juice, salt, ground coffee, lemon zest, cinnamon, clove



Pairs With....



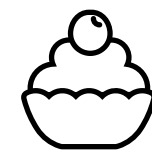
Fried Chicken



Burgers



Steak



Desserts



Chocolate Stout

4 Golden Chiles 2 Scovies
10 Zestfest Wins 1 Smoke & Fire



Ghost Island

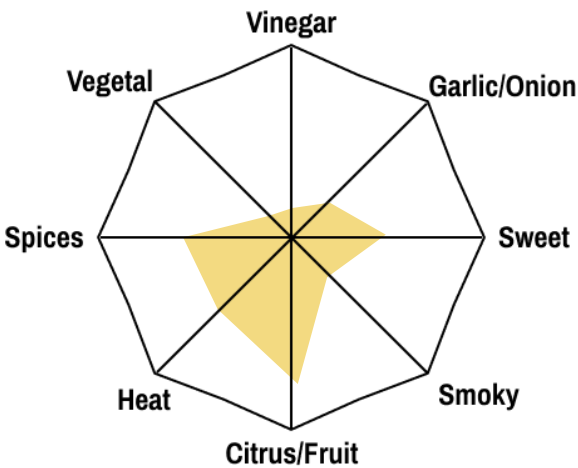
In-Store Positioning: Caribbean Foods, Tropical Fruits, Seafood, Curry Ingredients, Cocktail Mixers

This scorching Caribbean-influenced hot sauce balances tropical fruits like pineapple and mango with a trio of super hots, including the infamous “ghost pepper” (Bhut Jolokia).

Artisinally crafted from...

Pepper (habanero, Bhut Jolokia, and fatalii), apple cider vinegar, onion, mango, pineapple, water, mustard seed, evaporated cane juice, salt, garlic, dried bhut jolokia, fenugreek, thyme.

1 Scovie Win 1 Golden Chile
5 Zestfest Wins



Pairs With....



Salmon



Coconut
Curry



Creamy
Dip



Cooked
Carrots



Margaritas



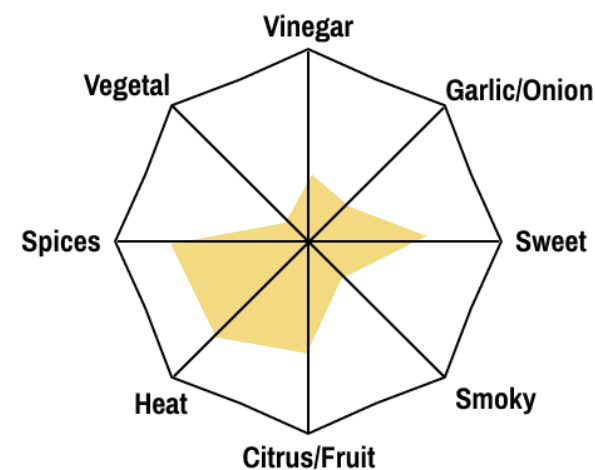
Carnival

In-store Positioning: Tropical Fruits, Seafood, Creole Cocktail Mixers

This delicious sauce will get you dancing in the streets. Our homegrown yellow peppers light you up. lime juice and tropical herbs & spices keep you swaying. Turn any meal into a celebration with just a few drops.

Artisinally crafted from...

Yellow chile peppers [scotch bonnet, fatalii and yellow moruga scorpion], apple cider vinegar, organic sugar, fresh lime juice, salt, garlic, green mango, thyme, ginger.



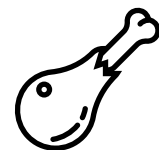
Pairs With....



Catfish



Gumbo



Fried
Chicken



Red Beans
+ Rice



Daiquiri

2

Zestfest Wins

Extra Hot Hot Sauce



NIGHTMARE SAUCES

Abandon all hope, ye
who enter here.



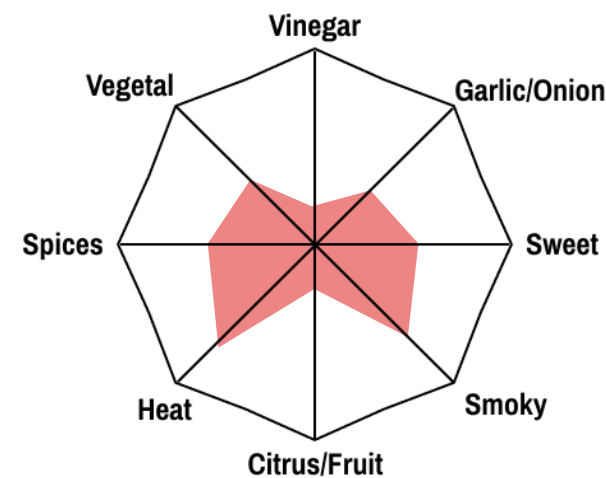
Extreme Karma

In-Store Positioning: Bloody Mary Mix, Chili Mix, Soup Mix

The original squashed-based Karma recipe enhanced with 100% super hot peppers (Bhut Jolokia, Trinidad Scorpion, Moruga). The perfect flavor for fire tongued daredevils.

Artisinally crafted from...

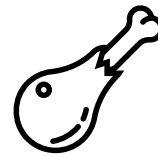
Peppers ((Bhut Jolokia, Trinidad, and Moruga Scorpion), butternut squash, apple cider vinegar, onion, sweet potato, honey, garlic, salt, ginger



Pairs With....



Mac + Cheese



Wings



Oysters



Ramen



Bloody Mary

- 1 **Scovie Win** Medium Hot Sauce
- 6 **Zestfest Wins** Asian/Medium Sauce



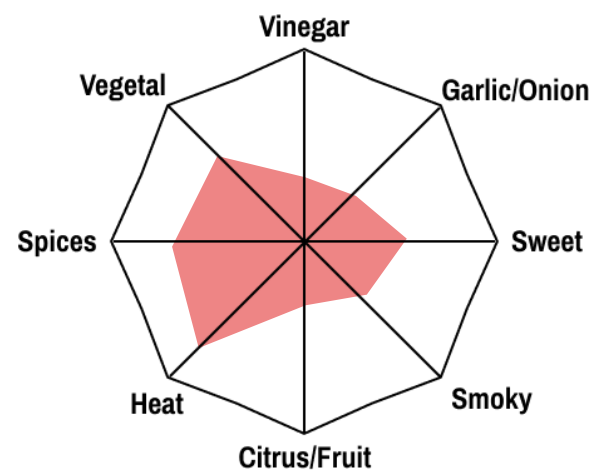
Funken' Hot

In-Store Positioning: Cheese, Beer

Sparks will fly when you sample this funkaliscious groove on our home grown 7 Pot Brown and Chocolate Habanero chiles. Spin this on your favorite foods and you won't stop till you hit the bottom of the bottle.

Artisinally crafted from...

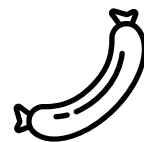
7 Pot Brown and chocolate habanero pepper, apple cider vinegar, organic sugar, fresh lime juice, salt, garlic, spices



Pairs With....



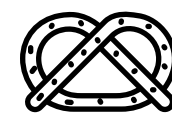
Crab
Dip



Sausage



Dumplings



Pretzels



Dark
Lager

4 Golden Chiles **1** Scovie

8 Zestfest Wins



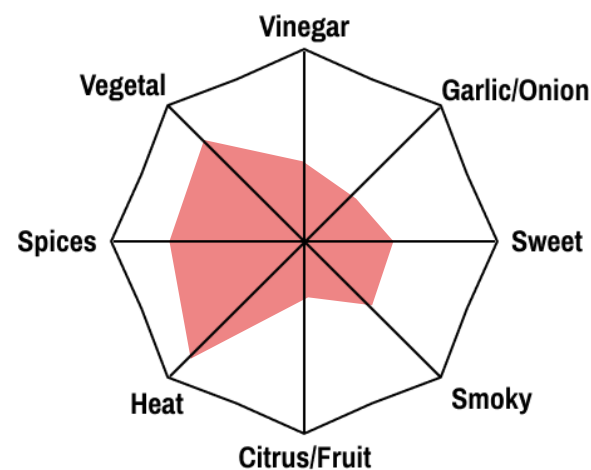
Ashes 2 Ashes

In-Store Positioning: Beer, Chicken Wings, Blue Cheese, Chili or Soup Mixes

This molten blend infused with 7 Pot Primo Peppers will leave you with an ashen grin where your face used to be. Light up your favorite dishes with a blast of pure chile heat.

Artisinally crafted from...

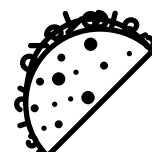
Red 7 Pot Primo pepper, apple cider vinegar, organic sugar, fresh lime juice, salt, garlic, chipotle chile



Pairs With....



Tomato Sauce



Tacos



Eggs



Chile



Roasted Eggplant

5

Zestfest Wins

New Product / Ultra Hot



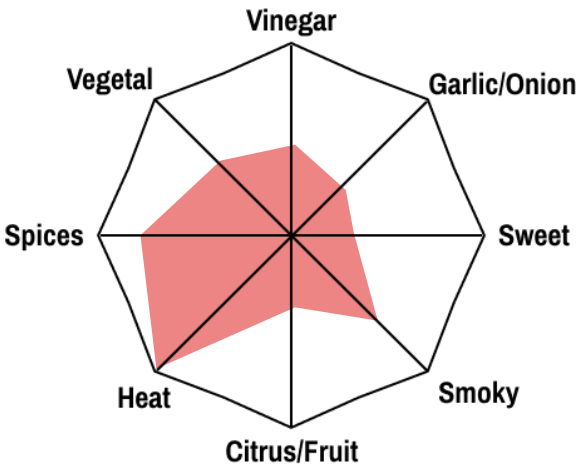
Burn After Eating

In-store Positioning: Indian Foods, South-Asian Cuisine

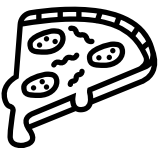
A secret combination of super-hot peppers including ghost, 7-Pot and scorpion, fused with exotic ingredients like unripe mangos and ajwain seed for an earthy South-Asian flare.

Artisinally crafted from...

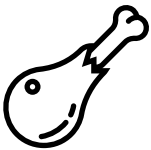
Brutally hot peppers, white vinegar, garlic, salt, ajwain seed, amchoor, hing powder (rice flour, gum arabic, asafoetida, turmeric), ginger extract



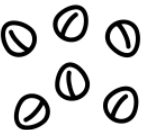
Pairs With....



Pizza



Chicken
Tandoor



Chickpeas



Stews



Potato
Dishes

1

Zestfest Win
Ultra Hot Hot Sauce



Spreading Karma

Karma Sauce is available at over 75 shops across the country.

Which communities buy our product?



Hot Sauce Hobiists

No collection is complete without our critically acclaimed award-winning hot sauces.

For Example...

HEATONIST NYC
The Chili & Garlic Shop MI
Doc Hotties OH
Hot Licks CA
Tears of Joy TX



Natural Food Enthusiasts

All of our sauces are preservative free, gluten free, soy free, dairy free, and made without the use of artificial ingredients.

For Example...

Akin's Natural Foods OK
Abundance Co-Op Market NY
Old McCaskill's Farm SC
Country Nutrition MD
Wood Orchard Market WI



Trend-Seeking Foodies

Our artisinally crafted sauces offer the unique and refined flavor experiences that make foodies swoon.

For Example...

Boucherie Beau-Bien ON
Double-D Meats WA
Honey Girl Gourmet NY
Peppercorn CO
The Green Grape NY



Premium Beer + Wine Barflys

Craft hot sauce is the new craft beer, and the overlap between the two fanbases is only widening.

For Example...

Ermanos Craft Beer + Wine Bar AZ
Applewood Winery NY
AleFire PDX OR
New York Wine & Culinary Center NY
Swedish Hill Winery NY

The Karma Crew



Gene Olczak
**Founder/CEO/
Production Manager**



Don Maxwell
Sales Manager



Alex Kleinman
Digital Marketing



David Schuster
Production Asst.



Jasmine Barnes
Production Asst.



Lia Colayori
Production Asst.

Hot Sauce Line Sheet

Product Name	Wholesale Pricing / Volume	Retail Price Per Bottle
Ashes-2-Ashes	\$65 / 12 bottle case, 5 Fl. Oz. bottles	\$14.00
Funken Hot	\$58 / 12 bottle case, 5 Fl. Oz. bottles	\$10.00
Bad Karma	\$46 / 12 bottle case, 5 Fl. Oz. bottles	\$7.00
Curry Karma	\$44 / 12 bottle case, 5 Fl. Oz. bottles	\$7.00
Good Karma	\$44 / 12 bottle case, 5 Fl. Oz. bottles	\$6.00
Huhū Piña	\$46 / 12 bottle case, 5 Fl. Oz. bottles	\$7.00
It's Tuesday Somewhere...	\$46 / 12 bottle case, 5 Fl. Oz. bottles	\$7.00
Extreme Karma	\$65 / 12 bottle case, 5 Fl. Oz. bottles	\$12.00
Smokey Karma	\$44 / 12 bottle case, 5 Fl. Oz. bottles	\$7.00
Cherry Bomb	\$52 / 12 bottle case, 5 Fl. Oz. bottles	\$8.00
Ghost Island	\$58 / 12 bottle case, 5 Fl. Oz. bottles	\$10.00
Carnival	\$65 / 12 bottle case, 5 Fl. Oz. bottles	\$12.00
Burn After Eating	\$69 / 12 bottle case, 5 Fl. Oz. bottles	\$15.00

Contact Us



Don Maxwell

Don@Karmasauce.com

+1 585-402-4737

90 Canal St. North Boardwalk Entrance

Rochester, NY 14608

www.karmasauce.com