



TRIPLE CROWN
ORGANIC
BBQ
× SAUCE ×



Triple Crown Classic BBQ Sauce is the perfect balance of sweet, tangy, and smoky flavors. It makes a killer marinade or sauce for slow-roasted meats, a rich base for baked beans, or an excellent everyday condiment for vegetarian and vegan delights (like roasted veggies or baked potatoes!).

CLASSIC

2nd Place, 2020: MILD TOMATO at the 33rd Annual American Royal World Series of Barbecue® Sauce Contest

2nd



WINNER



Winner of the 2019 Good Food Award

HICKORY BOURBON

Made with Journeyman Distillery Bourbon Whisky



vegan



gluten
free

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*Sold at
 over 400
 stores!*

Robust and Personalized Promotional Program

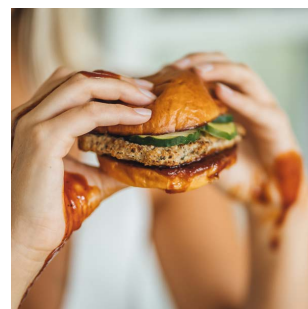
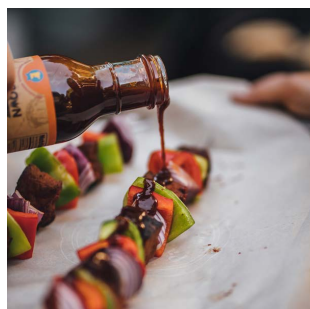
- Price Promotions 16-20 weeks annually
- In-Store Demos to Support Promotions & Events
- Active & Creative Social Media Support

Category-Leading Taste AND Ingredient Quality

- 2nd in Category at the 2020 American Royal BBQ Sauce Contest (2020), Kansas City, USA
- Good Food Award (2019), San Francisco, USA
- 3-Time Blue Premium Award Winner at the Minnesota State Fair
- Certified USDA/EU Organic, Gluten-Free, and Vegan

Real Sales Velocity

- Top 10 Natural Accounts (2020): 16 units/store/week, \$4960 revenue/store/year
- Top 10 Whole Foods Market Accounts (2019-20): 10 units/store/week, \$3350 revenue/store/year
- Top 10 Foodservice Accounts: 60 gallons/year (2020)
- USA: Sold at over 400 retailers, including the Midwestern Region of Whole Foods Markets
- International: Japan, Germany, Ukraine, the UAE, and Iceland



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