

# *Karma Sauce*



**For Meals That Matter.**

**Private Label / Co-Packing Manual**



# What do customers expect from your product line?



## Premium Quality

“Premium Private Label are becoming more and more crucial for competitive advantage and store loyalty.”[1]



## Something Unique

“...[businesses] will need to sell more private label products **you can't buy anywhere else**, not just cheaper versions of national brands.”[2]



## More Than A Product; A New Experience

“Flavor exploration is likely the catalyst to draw enhanced engagement and build loyalty among younger adults.”[3]

[1] [Springer Link, Premium private label: how product value, trust..., Aug 2020.](#)

[2] [Food Navigator, The Rise of Super-Market Private Label..., May 2023](#) [3] [Mintel, How Condiment Brands Can Gain Younger Consumers, June 2022](#)

Fortunately, you get all that and more when you choose

# Karma Sauce®

## Ultra Premium

- Quality Ingredients You Can Taste in Every Drop.
- Completely in-House Production
- Made in USA
- Chemical Free
- SQF Compliant
- Non-GMO

## A Next Level Experience

- Multi-Dimensional Sauces That Expertly Balance Savory, Sweet and Spicy.
- Creative ingredient pairings you'd never expect...and it works!
- Depth of Flavor Offers Unmatched Versatility and Recipe Application.

## One of a Kind

- Flavors you can't find anywhere else.
- Lavish praise from prominent celebrity chefs.
- Over 130 National and International Awards.
- 7000+ 5-Star Reviews from Verified Customers



# Our Story



2008

Optical engineer and foodie Gene Olczak takes part in a 'locavore' challenge, committing to eat only local Finger Lakes ingredients for 30 days.

During the challenge he starts jonesing for hot sauce, so he sets out to make one he could eat using only local Finger Lakes ingredients.

Karma Sauce is born.



2010

Karma Sauce officially opens for business, offering premium, locally sourced hot sauces and condiments.



2013

Karma Sauce wins a slate of awards at 'Zestfest', including 3 Golden Chiles and a Peoples Choice Award for 'Cherry Bomb'.



2014

Karma Sauce purchases farmland in Bristol, NY allowing the company to grow its own hot peppers and ingredients.



"WHEN WE KNEW [LOS CALIENTES WAS] WHAT WE WANTED, WE LOOKED AT THE SAUCE MAKERS WE KNEW AND THOUGHT ABOUT WHO WOULD BE BEST TO MAKE IT. GENE WAS THE OBVIOUS CHOICE."

-NOAH CHAIMBERG

FOUNDER OF HEATONIST AND HOT ONES CURATOR



2018

Karma Sauce is featured on the hit YouTube show 'Hot Ones' and begins working with Heatonist on the Hot Ones brand sauce 'Los Calientes'.

The increased exposure and demand causes the business to grow rapidly. Gene commits to working on Karma Sauce full time along with a handful of newly hired employees.



2023

The company continues to grow at a rapid pace, offering premium hot sauces at competitive prices for wholesalers and private label brands.



2022

Karma Sauce takes home a gold SoFI award for 'Cosmic Dumpling'.

# The Best in the Industry

Karma Sauce is the most award-winning gourmet hot sauce manufacturer in the nation!



# Want Brand Loyalty? Go Premium!



Bryan F. Verified Buyer

08/18/20



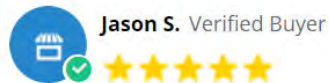
**HEAT PREFERENCE:** Medium

**USAGE:** Daily

**VINEGAR:** Love it!

## A MUST HAVE

This sauce right here is probably your best introduction into the great minds at Heatonist, First We Feast, and Hot Ones. This is my absolute favorite hot sauce of all time. The combination of hot peppers and apricot might fool you into thinking that its not hot, but this sauce certainly has a big kick if you're not careful. Highly recommended for any hot sauce collector or consumer. [Read Less](#)



Jason S. Verified Buyer

04/10/21



**HEAT PREFERENCE:** Medium

**USAGE:** Daily

**VINEGAR:** just alright with me

## THEE BEST HOT SAUCE!

This THEE BEST hot sauce ever! I put it on my wings, breakfast burritos, and pizza. I wish there were bigger bottles of this one cause I go through a lot.



Martin W. Verified Buyer

05/30/23



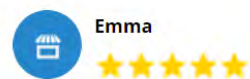
**HEAT PREFERENCE:** Hot

**USAGE:** Almost every day

**VINEGAR:** just alright with me

## One of the best hot

One of the best hot sauces I've ever had. Finished my first bottle, and have already ordered and received my second.



Emma

05/31/23



**HEAT PREFERENCE:** Medium

**USAGE:** Almost every day

**VINEGAR:** Love it!

## I've never loved anything more

I will do anything for this hot sauce. Every flavor works so well together. I love it in eggs , chicken and i use it in soups and other recipes .

# 7000+



## VERIFIED REVIEWS For Products Made by Karma Sauce!



Harder Kit

by John K. - Verified Buyer

Jan 24, 2023

**I don't know what goes on up in Rochester but it has my full support**

I've been buying Carnival for a few years now; it's my 100% favorite hot sauce I've ever had in my life. It's perfect in every way. I ordered some more in the Harder Kit this week, hoping to discover some delicious new flavors. I am beginning to think that all of your products are just unbelievable-flavorful, excellent heat levels, all around delightful. Carnival is still my favorite, but I'll definitely be trying some others in the future. Thanks so much for the great products and for speedy shipment! [view less](#)



Huhu Pina

by Calvin B. - Verified Buyer

**Flavor wizards** Incredible flavor, will never stop buying karma sauces.



Huhu Pina

by Chud

**Full Flavor Immersion** Just let me know when those gallons are available.



Huhu Diablo

by Brian M. - Verified Buyer

Jul 13, 2021

## Haven't been disappointed yet

I have tried just about every one of your sauces and have yet to be let down. The flavor is out of this world. My favorite has got to be the ghost island. Truly you all are on top of your hot sauce game. Is there any way I can get a direct pipeline from your factory to my house? Lol [view less](#)

# KARMA SAUCE IN THE SPOTLIGHT

Being featured on Hot Ones has given celebrities many opportunities to comment on sauces we manufacture, including a number of prominent celebrity chefs! Here are some of our most cherished Hot Ones impressions.



**GORDON RAMSAY**  
**LOS CALIENTES**

"Ooh, it's quite nice!  
I like that!  
It's quite zesty!"



**ANDREW ZIMMERN**  
**LOS CALIENTES**

"That's just delicious.  
That's super smart cooking.  
I would pour this on anything.  
Not drip it, pour it."



**KENJI LOPEZ-ALT**  
**HOLE MOLE**

"I'm going to use this hot sauce just  
because I love it...  
Karma Sauce [makes] a  
bunch of good sauces"



**DAVID CHANG**  
**LOS CALIENTES**

"It's very clean...It's tangy, it's  
sweet, it's balanced...  
I did not expect that...  
it's very good!"



**LORDE**  
**SCORPION DISCO**

"That's nice. That's a nice little wing.  
It's almost a two-biter  
[takes second bite].  
...I really like that **Scorpion**  
**Disco!**"



**DAVID BLAINE**  
**COSMIC DISCO**

"Wow. This ones great.  
Taste wise this is like amazing.  
No this one's *amazing!*  
So far this ones my favorite!"



**ASHTON KUTCHER**  
**LOS CALIENTES**

"Oh, that's a really good wing.  
Which one is that?...I'm getting that.  
[Looks at camera] There you  
go, free sponsorship!"



**SEAN EVANS**  
**THE KARMA**  
**SAUCE BRAND**

"**Karma Sauce** is a first ballot, hall  
of fame Hot Ones hot sauce"



Over 100 Satisfied Private Label Partners!





# Our Facility

**Karma Sauce is uniquely capable of producing large quantities of product without comprising quality.**

**Our 10,000 Square Foot State-of-the-art facility, located in Rochester New York, can produce around 6,000 units of product a day, with expansion capacity between 8-10,000.**

**In addition to the standard 5 oz. bottle, we are also food service industry capable and can fill bottles from 4 oz. to 16 oz.\***

**We are SQF compliant and will be SQF certified by 2024.**

\*Bottle/Container restrictions apply.

# The Library Is Open

Working with us means our catalog of critically acclaimed best selling hot sauces, as well as a number of unique recipes not currently on the market, are at your fingertips.



# Custom Mash

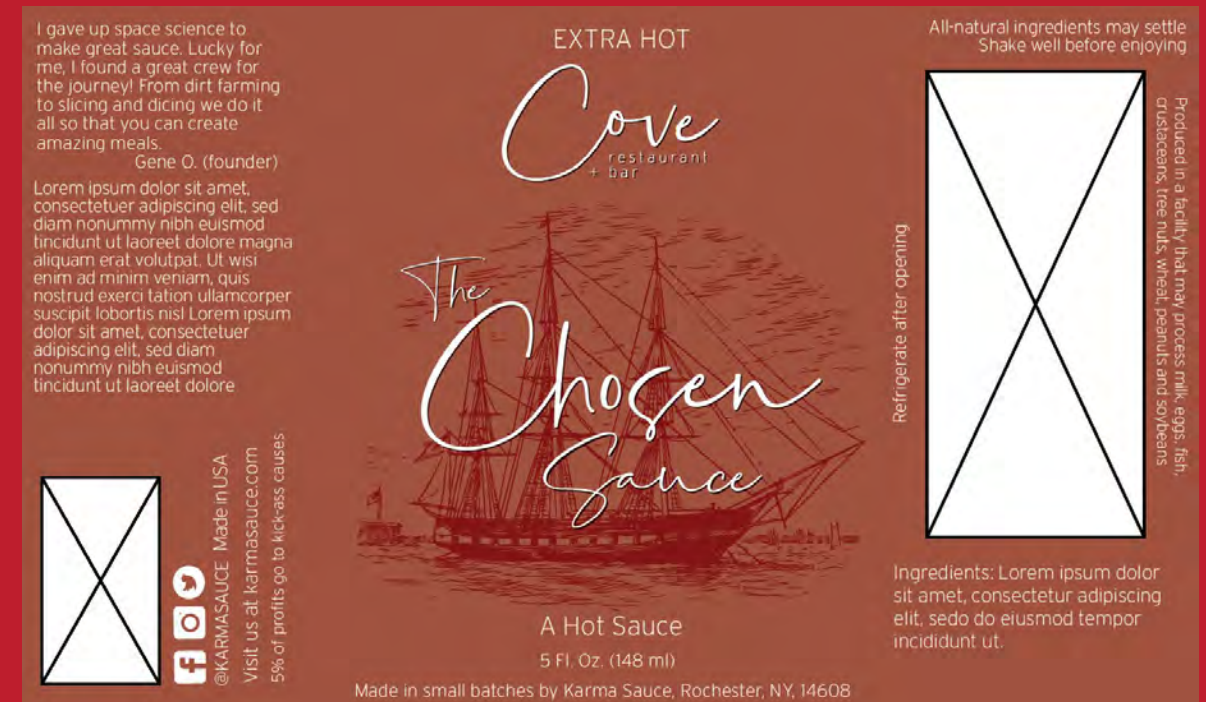
Looking for something more particular?

If you have your own recipe or concept in mind we have premium options available. Collaborate with our crew to create something completely unique!



# Additional Private Label Services

- Graphic Design.
- Kitting.
- Boxing Solutions.
- Recipe Consultation.
- Ingredient Sourcing.



# Private Label / Co-Packing FAQ

## Is Volume Pricing Available?

*Yes, but we will need to know your projected units for the next 6-12 months.*

## What is the minimum order quantity?

*If you are using one of our already manufactured sauces, the minimum is 1 case (12 units).*

*For custom sauces, the minimum is a full batch from our smallest kettle, which is around 40 gallons (70-80 cases).*

## Can I use my own label design?

*Yes, but we will need to review your file (.ai or .pdf) to make sure it adheres to the correct dimensions and FDA guidelines.*

## What is the typical turn around time?

*If you are using a sauce from our catalog and we already have it in stock, allow 2-3 weeks for label printing, applying, and shipping.*

*If we do not currently have your sauce in stock, allow 2-4 weeks for printing, production, packing and shipping.*

# *Looking For A Deeper Dive? Be Sure To Check Out...*

*Our Flavor Guide!*



*Our Wholesale Manual!*



Have more questions?  
Looking for samples?  
Want to view another guide?  
Want to say hello?

## Contact Us



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