



# WHOLESALE



# Max's Story and Purpose



THE YOUNGER GENERATION FACES CHALLENGES LIKE UNCERTAINTY AND SOCIETAL PRESSURES, OFTEN FEELING LOST AND DEPRESSED BECAUSE OF THEM. MAX ALSO FACED THESE ISSUES AND FOUND PURPOSE AFTER COOKING WITH HIS TIA DURING A TRIP TO GUADALAJARA. AFTER MAKING HOT SAUCE WITH HER HE REALIZED THE POWER OF SPREADING HAPPINESS THROUGH FOOD. HE TOOK INSPIRATION AND NOW AIMS TO MOTIVATE OTHERS, EMPHASIZING THAT THEY ARE THE STARS OF THEIR OWN STORIES.



## It's Flame-ous®

EACH BOTTLE OF MAX'S OFFERS SOMETHING UNIQUE AND LEAVES CONSUMERS WANTING MORE. WE OFFER SOMETHING NO OTHER BRAND CAN COMPETE WITH AND THAT IS UNBEATABLE TASTE WITH A FASCINATING STORY. HOT SAUCE IS ONE OF THE PILLAR CONDIMENTS CONSUMERS EXPECT TO SEE ON TABLES, AND BY PROVIDING A MEMORABLE EXPERIENCE WITH FLAVORS CUSTOMERS HAVE NEVER TASTED BEFORE. LEAVES CUSTOMERS THINKING AND SHARING WHAT THEY HAD JUST EXPERIENCED WITH OTHERS.

**42%**  
of Customers  
Expect Hot Sauce to  
be on the table

# Max's®

## Enhances Your Food

MAX'S GUARANTEES EACH BOTTLE IS TASTIER THAN THE LAST, UNLIKE OTHERS WHO LACK FLAVOR.

### Innovative

COLLABORATING WITH BRANDS TO CRAFT INNOVATIVE PRODUCTS FOR UNIQUE BRAND-CONSUMER EXPERIENCES.

### Unmatched

ORIGINAL RECIPES TESTED NUMEROUS TIMES TO ENSURE PERFECTION.

### High Quality

SIMPLE NATURAL INGREDIENTS FROM LOCAL SOURCES.



# Bring the Flavor

INCLUDE MAX'S SAUCE IN RECIPES, FOOD, BEVEAGERS, AND EVEN DESSERTS. MAKE WHAT YOU OFFER STANDOUT WITH THE HIGHEST QUALITY FLAVORS THAT YOU CAN EVER TASTE. DON'T SETTLE FOR WATERED DOWN FLAVORS THAT WILL NEGATIVELY AFFECT YOUR FINAL PRODUCT. YOU ARE WHAT YOU USE, SO ONLY USE THE VERY BEST TO BE DIFFERENT FROM THE REST.





Spice



The Original  
Jalapeño



Spice



F  
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V  
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Spice



Carolina Reaper  
Chipolte



Spice



# Max's® Hot Sauce

## Product Specifics

\*COSTS MAY DIFFER WITH  
CUSTOM COLLABORATIONS\*

ALL SAUCES ARE SHELF STABLE FOR 2 YEARS

PRODUCT NAME	UPC	UNITS PER CASE	UNIT SIZE	UNIT WEIGHT	ITEM DIMENSIONS (in.)	PRICE
THE ORIGINAL	7664293 41970	12	5Fl Oz	10.5 Oz	L 2" x W 2" x H 7"	\$3.30 per Bottle \$39.60 per Case
JALAPEÑO	7664293 41963	12	5Fl Oz	10.5 Oz	L 2" x W 2" x H 7"	\$3.30 per Bottle \$39.60 per Case
CHIPOTLE	7664293 41994	12	5Fl Oz	10.5 Oz	L 2" x W 2" x H 7"	\$3.30 per Bottle \$39.60 per Case
CAROLINA REAPER	7664293 41987	12	5Fl Oz	10.5 Oz	L 2" x W 2" x H 7"	\$5.75 per Bottle \$69.00 per Case

**BE MORE THAN ORDINARY**

**BE**

**FLAME-OUS<sup>®</sup>**



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**MAXSAUCES.COM**