



THE ASIAN SAUCE COMPANY



PRIVATE LABEL PARTNER FOR EUROPE'S LEADING RETAILERS

INPROBA

INPROBA



BB-63-VH



THE ASIAN SAUCE COMPANY

NO. 1 ASIAN SAUCE PRODUCER IN EUROPE

70 years of authentic Asian taste

For 70 years, Inproba has specialized in high-volume private label production for European retail, from its base in Baarn, the Netherlands.

WHY PARTNER WITH US

- Dedicated to growth of Private Label partners
- Deep expertise in products & offerings
- Proven Asian retail assortment

STRONGER THAN EVER

- Since 2025: New ownership VE Partners
- € 10M production upgrade
- +25% capacity, faster scaling for your private label growth







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HIGH-VOLUME, HIGH-QUALITY PRODUCTION

Largest Asian sauce production site in the EU

Europe's largest Asian sauce site in Baarn produces 150M+ units yearly, combining skilled craftsmanship with trusted partnerships across top retailers.



150M units a year



200 Employees



In-house R&D Department



Partnership with European tier 1 retail







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EXCELLENCE YOU CAN TRUST

High Standards, Responsible Production

Quality and safety come first. Certified to IFS Food and BRC Global Standard, we ensure every unit meets the highest European standards.

QUALITY

- Automated production
- Skilled workforce
- IFS & BRC Certified
- Latest audit: June 2025



SUSTAINABILITY

- EU Compliance
- Carbon reduction
- Packaging optimisation
- rPET solutions



100% Chilli



The mark of responsible forestry



VEGAN







THE ASIAN SAUCE COMPANY

DEDICATED TO GROWTH OF PRIVATE LABEL PARTNERS

Expertise, Innovation, and Efficient Solutions for Europe's Leading Retailers

Helping private label partners grow with expertise, tailored products, and efficient solutions

- Deep expertise in products and offerings
- Efficiently managing logistic demands
- Strong global, long-term partnerships in soy & chilli sourcing
- Recipes tailored to regional tastes
- Long track record in innovation
- All major packaging options as per various national standards
- Category management: multipacks, in/out promo, forecasting etc.
- Dedicated pricing strategy with best quality price ratio in the industry

"THE PRIVATE LABEL PARTNER IN ASIAN SAUCES FOR ALL LEADING EUROPEAN RETAIL CHAINS"







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CORE RETAIL ASSORTMENT

Must-have products for the European market

Inproba offers a carefully selected range of authentic Asian sauces tailored to European consumers, combining tradition with convenience.

- Sweet chilli
- Sriracha
- Sambal
- Soy sauce
- Teriyaki
- Oyster sauce
- Chopped garlic
- Fish sauce
- Stir fry sauce







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NEW DEVELOPMENTS & TRENDS ON THE MARKET

Asian flavours driving category expansion

- Reduced sugar or salt recipes
- Veggie & vegan
- Sweet soy
- Sriracha variants (mayo, curry ketchup, smoked garlic etc.)
- Korean (Tonkatsu, Bulgogi, Sticky Chicken glazing etc.)
- Japanese (Sukiyaki, Yakitori, Teriyaki variants)
- Sweet chilli variants (garlic, banana, pineapple, bbq etc.)
- Soy variants (less salt, ginger, wasabi, garlic, mushroom etc.)







PACKAGING SOLUTIONS

Essential packaging solutions for the European market

Inproba provides a thoughtfully developed range of packaging options designed for European consumers, balancing practicality with ease of use.

- Volume range
- Material (PET, rPET, glass)
- Closures (flip cap, pull tab, lids)
- Label options (wrap, sleeve)
- Private label design support
- Packaging optimisation
- Sustainable options (rPET, less plastic)



INPROBA

Orisiek de smaak van
Eerlijk Oesters



**EXPERIENCE OUR FLAVOURS UP CLOSE IN A KITCHEN SESSION.
TASTE, EXPLORE, INNOVATE.**

BOOK YOUR SESSION TODAY AND DISCOVER WHAT'S POSSIBLE!







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Contact us

Interested in developing your Asian sauce range?

Contact our team to discuss your private label opportunities



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