



THE ASIAN SAUCE COMPANY



SUMMER 2025 INTRODUCTION







## THE ASIAN SAUCE COMPANY

- **No.1 Asian sauce producer in the EU**
- **Deep expertise in products & offerings**
- **Dedicated to the growth of partners in private label**
- **New ownership: new direction**









# THE ASIAN SAUCE COMPANY

## No 1. Asian Sauce producer in the EU

### High volume manufacturing

>150m units a year

250 employees

Location: Netherlands



## Tier 1 European customer base



**REWE**



REMA 1000



**ICA**



**colruyt**



Superunie



**JUMBO**  
supermarkten

**Rimi**

**coop**

**SPAR**

**KONZUM**

**PENNY.**



MARKET IN

**servera**









THE ASIAN SAUCE COMPANY

## Product expertise

Unique longterm partnerships sourcing soy & chilli

Formulations tailored to regional tastes

Long track record in innovation

All major packaging options as per various national standards

## Offering expertise

European benchmarking

Category management:

- Multipacks
- In/out
- Timing

Pricing strategy









# THE ASIAN SAUCE COMPANY

## Cost competitive

Economies of scale

High degree of automation

Market-leading sourcing

Value-for-money team mindset

## Differentiate on specs

**Tailored taste  
& packaging**

**Sustainability**



Rainforest Alliance  
carbon footprint

**Health benefits**

- Less salt
- Less sugar

**Label optimisation**

- Organic
- Clean label







# THE ASIAN SAUCE COMPANY

## New ownership: new direction

Founding family divested in February 2025 after 60 years

New management & new owners set out ambitious growth agenda

Focus on sauces based on sambal/chili & soy

Investment of more than €10m to double capacity in next 4 years







# THE ASIAN SAUCE COMPANY

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# THE ASIAN SAUCE COMPANY



## Soy Sauce

- 1 litre
- 250 ml
- 150 ml



## Stir Fry and other sauces

- 500 ml
- 250 ml
- 200 ml





## Chilli Sauce

- 700 ml
- 500 ml
- 435 ml



## Sambal and Sriracha

- 435 ml
- 425 gr
- 200 gr



## Prawn and Cassave Crackers

- 500 ml
- 250 ml
- 200 ml





Achterzijde

