

OLD BAY® has held a special place on tables, in recipes and in hearts of Marylanders and those along the Bay for decades. Now we want to expand our place in hearts, homes, and restaurants by diversifying our unique flavor profile.



Developing a **BOLD** new flavor combining the zest of **OLD BAY®** with the spice and heat of Hot Sauce. Giving our patrons the chance to share the **OLD BAY®** love in even more dishes.



OLD BAY® “LIMITED EDITION” HOT SAUCE

Unique, Innovative Flavor Profile – Now Available in 3 Skus

- Leveraging popular brand names can encourage trial of unique items and flavors.
- **72% OF PATRONS** agree they are more likely to try a new item if it's made with a familiar brand.

Patrons are seeking out new flavor experiences

62%

of millennials are looking for something different

58%

want to discover new flavors



5oz



10oz



½ Gallon

PRODUCT DETAILS

Description	Old Bay Hot Sauce 5oz	Old Bay Hot Sauce 10oz	Old Bay Hot Sauce ½ Gallon
Pack Size	12/50z	12/10oz	6/64oz
McC Code	901579803	901579804	901579805
UPC	070328010586	070328010593	070328010609
Shelf Life	365	365	365
Delivered Case Price	\$10.80	\$29.28	\$53.70
Cases per Pallet	216	110	36
Available*	Spring 2020	Spring 2020	Spring 2020
Item Hierarchy(Proposed)	A2	A4	A2



*Small sample bottles should be available in December 2019