



FLAVOR →
THAT GOES EVERYWHERE
 → **YOU DO**
 ★★★★★★★★★★



As the popularity of to-go eating increases, foodservice locations across segments are responding with more takeout and delivery options to meet consumer demands.

86% OF CONSUMERS ORDER FOOD TO GO ONCE A MONTH

32% OF CONSUMERS BELIEVE THEY BUY PREPARED FOOD MORE OFTEN NOW THAN 2 YEARS AGO

20% OF FULL-SERVICE RESTAURANTS OFFER IN-HOUSE DELIVERY, 17% OFFER THIRD-PARTY DELIVERY

THE BENEFITS OF DIPPING CUPS

Dipping cups save operators money and offer customers a convenient variety of flavors.

- CONVENIENT SIZE OPTIONS
- INCREMENTAL REVENUE FROM UP-CHARGING EXTRA SAUCE
- NO POURING = LOWER LABOR COSTS





WHY SWEET BABY RAY'S?

Sweet Baby Ray's is

➔ **#1** ⬅

in both foodservice and retail.



12 OF THE TOP 15



items in the BBQ sauce category belong to Sweet Baby Ray's.



Our BBQ sauce is 3.5x

★ **MORE POPULAR** ★

than the closest competitor.

BBQ sauce is the ★★★★★



**#1 PREFERRED
DIPPING CONDIMENT**

beating ketchup, mustard, and other condiments.

All data is IRI Past 52 Weeks, WE 3/25/18

WHAT WE OFFER



CODE	SJ0440A1	SJ0440A5	SJ0440F2	SJ0444A5	SJ1736A5	SJ1736F2	SJ2347F2	SJ2347A1
PRODUCT	Original Barbecue Sauce	Original Barbecue Sauce	Original Barbecue Sauce	Hickory & Brown Sugar Barbecue Sauce	Buffalo Wing Sauce	Buffalo Wing Sauce	Sweet Red Chili Wing Sauce & Glaze	Sweet Red Chili Wing Sauce & Glaze
PACK SIZE	100/1.25 oz. cup	100/1.5 oz. cup	72/2 oz. cup	100/1.5 oz. cup	100/1.5 oz. cup	72/2 oz. cup	72/2 oz. cup	100/1.25 oz. cup
UPC	10013409328207	10013409329006	20013409328754	10013409516963	10013409516680	10013409516673	10013409516840	10013409516093
WEIGHT	8.81	10.57	10.3	10.58	10.58	10.3	10.3	8.812
REFRIG	NO	NO	NO	NO	NO	NO	NO	NO
GLUTEN FREE	YES	YES	YES	YES	YES	YES	NO	NO
KOSHER	YES	YES	YES	YES	YES	YES	NO	NO

Sweet Baby Ray's Barbecue and Dipping Sauces

The Sauce is the Boss!®

Let's talk sauce.

Call us at **(800) 633-5800**

Or visit **sbrfoodservice.com**

For product information and recipe inspirations