

7 of Us, LLC - transcript

0:00:00.360,0:00:12.920

[Music]

0:00:09.190,0:00:15.650

I'm Chris West blue top brand located

0:00:12.920,0:00:17.630

here in Dripping Springs Texas what we

0:00:15.650,0:00:20.150

set out to do was to create a

0:00:17.630,0:00:22.070

subcategory of hot sauce creamy hot

0:00:20.150,0:00:23.509

sauce category and right now with a

0:00:22.070,0:00:26.659

number one creamy hot sauce in the

0:00:23.509,0:00:29.419

country and we have heard this is one of

0:00:26.659,0:00:31.669

the best hot sauces to hit the market in

0:00:29.419,0:00:35.060

years and years our Canadian distributor

0:00:31.669,0:00:37.310

said after 20 years this was the fastest

0:00:35.060,0:00:39.080

moving sauce when they introduce it into

0:00:37.310,0:00:42.230

British Columbians that they've ever had

0:00:39.080,0:00:43.130

I've been in the CPG business for almost

0:00:42.230,0:00:45.980

30 years

0:00:43.130,0:00:47.870

back in the 90s introducing the world to

0:00:45.980,0:00:50.510

fried turkeys and injectable marinades

0:00:47.870,0:00:54.140

from there moved over to a very iconic

0:00:50.510,0:00:57.020

Louisiana brand Tony Sastri's and for

0:00:54.140,0:00:59.240

another seven years for my good friends

0:00:57.020,0:01:01.070

at Stubbs barbecue here in Austin

0:00:59.240,0:01:03.860

reached out and I asked me to come join

0:01:01.070,0:01:07.400

their team back in 2009 the reason that

0:01:03.860,0:01:10.159

we decided to move into the blue top

0:01:07.400,0:01:12.380

ranked creamy hot sauce was there there

0:01:10.159,0:01:14.900

was no other creamy hot sauces on the

0:01:12.380,0:01:16.490

market and the hot sauce category was

0:01:14.900,0:01:19.100

growing at double digits for the last

0:01:16.490,0:01:22.729

six or seven years we identified an

0:01:19.100,0:01:26.120

unmet need and a gap if you will there

0:01:22.729,0:01:29.510

wasn't any other culinary style creamy

0:01:26.120,0:01:31.220

hot sauces today we're in a top 25 hot

0:01:29.510,0:01:35.210

sauce brand in the country and over

0:01:31.220,0:01:37.070

7,000 doors and in the top 15 in Canada

0:01:35.210,0:01:40.310

we've assembled a great team

0:01:37.070,0:01:42.860

Travis burger is our supply chain / R&D

0:01:40.310,0:01:45.320

guru he has developed all of our blue

0:01:42.860,0:01:47.420

top flavors and come up with some of the

0:01:45.320,0:01:48.170

great innovations like their coconut

0:01:47.420,0:01:50.450

milk ranch

0:01:48.170,0:01:53.000

we had Liz Bering she's a creative

0:01:50.450,0:01:54.979

director for us and she is responsible

0:01:53.000,0:01:57.680

all of our social media and our branding

0:01:54.979,0:02:00.770

and she was another partner with us at

0:01:57.680,0:02:05.060

Stubbs so we have a really good team

0:02:00.770,0:02:08.119

that has has experience and been there

0:02:05.060,0:02:12.349

done that it all began in 2016

0:02:08.119,0:02:13.820

scrambling and and ever since then we

0:02:12.349,0:02:17.390

have been trying to keep

0:02:13.820,0:02:19.820

we just ran 17,000 cases two weeks ago

0:02:17.390,0:02:22.700

we're out we're running again next week

0:02:19.820,0:02:24.650

and it we already have orders in it's

0:02:22.700,0:02:27.470

out in two weeks so we are basically

0:02:24.650,0:02:30.710

running product as fast as we can make

0:02:27.470,0:02:33.470

it by the end of 2019 we'll get very

0:02:30.710,0:02:36.020

close to three million in sales and our

0:02:33.470,0:02:39.470

goal 420 with this funding our goal for

0:02:36.020,0:02:42.680

2020 is to be well over seven million in

0:02:39.470,0:02:46.270

sales and we have the supermarkets and

0:02:42.680,0:02:49.280

the distribution we have the foundation

0:02:46.270,0:02:51.590

we need the funds to create awareness to

0:02:49.280,0:02:53.960

let people know how awesome the sauce is

0:02:51.590,0:02:55.490

and how to use it this brand resonates

0:02:53.960,0:02:58.040

better than any other brand I've been a

0:02:55.490,0:03:00.470

part of people love it and now they're

0:02:58.040,0:03:03.290

coming to us telling us how they use the

0:03:00.470,0:03:05.840

product and that's when we know we've

0:03:03.290,0:03:08.060

got it right we're super happy to be

0:03:05.840,0:03:09.800

raising funds from the community and we

0:03:08.060,0:03:10.780

sure hope that you join us as an

0:03:09.800,0:03:18.960

investor

0:03:10.780,0:03:18.960

[Music]