



Company Review





HISTORY & MARIE'S SUCCESS STORY

1980 – Marie Sharp herself started experimenting with sauces in a small kitchen with relatives and 1 employee in Stann Creek Belize, Central America.

1981– Company was established. Proud to be a Woman – Owned & Family-Owned business

1987 – First export to the US under her brand Melinda's

1995– Rebranded as Marie Sharp's Fine Food Ltd.

2016–Hot Sauce Hall of Fame Inductee

2025 – To this day, Marie Sharp's has over 100 employees in their Belize Factory and distributes product to over 40 countries.



MISSION STATEMENT

"Produced in the fertile foothills of the Mayan Mountains in Stann Creek Valley, Belize Central America. All our products are organic, farm-to-bottle, utilizing, hand-harvested, sustainably sourced vegetables and fruits. We hand chop freshly picked whole carrots, onions, garlic cloves, prickly pear and all our ingredients to make the finest product for you."



PRODUCT RANGE

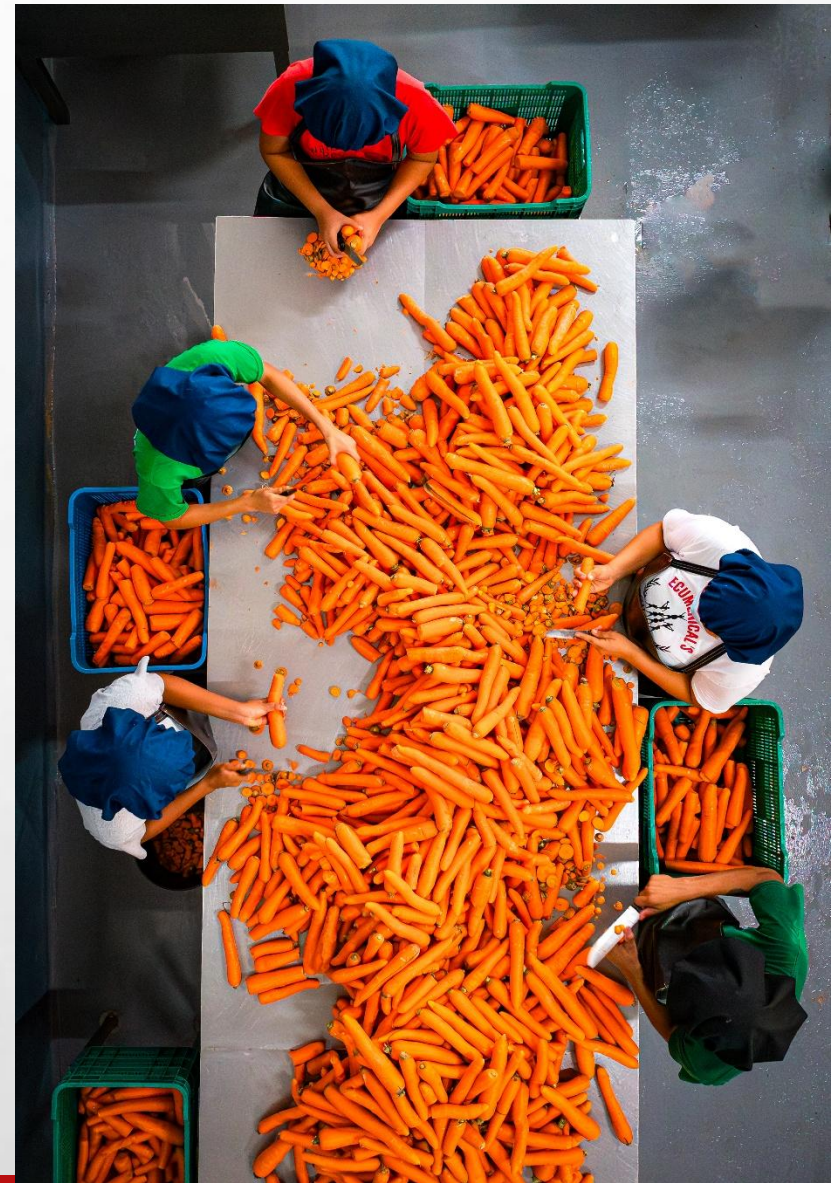


*We offer the market a whole different approach to hot sauce with using only the freshest and finest fruits and vegetables to combine with the potent Belize habanero peppers.



Why Marie Sharp's?

1. **Authentically handcrafted since 1981** with fresh simple ingredients "no artificial anything". Premium Belize Sauce.
2. **Vegetable and/or fruit based**: Tropical, wholesome, and All natural that fuses well with Habaneros to make the near perfect sauce.
3. **The Flavour is the Heat**: Its not just heat and fire in the mouth, its taste and quality in every drop. Flavour profile 110%.
4. **Marie Authentic story**: Mrs. Sharp story from kitchen to Global Heights. Woman Owned and Led.
5. **Sauce for Foodies!** It's a sauce for those that appreciate great flavour, craft, and the fine ingredients. A sauce for the health conscious and heat seekers with standards as well.
6. **Marie Sharp's sauces goes well on everything** in any part of the world. Everyday and Specialty selection.





Mango Habanero

-Rich and golden with a hint of heat. makes the perfect sauce for the entire family!

Mopal Habanero

-A delicious cactus based Not-so-hot, but oh-so-flavourful addition to any meal! Adds for delightful twist to your scrambled eggs!

BEWARE

-Add to any dish if you crave that comatose heat and flavor!

Sweet Habanero

-Subtly hot, sweet and full of flavour! Makes the perfect dip or topping for hor'dourves!

Grapefruit

-Delectable flavour that adds a one of a kind zing to any meal. Delicious on shrimp dishes!

Smokin' Marie

-Fruitwood smoked flavour with that heat you love. Makes the perfect addition to BBQ meats!



Top Markets and future developing

1. **USA**- Tropical Authentic Belize Hot Sauce, crafted with natural ingredients, Flavor over heat, Veggies.
2. **Japan**- fine premium sauce from Caribbean/CA. High end market
3. **Guatemala**- Belize/Caribbean condiment with quality and taste.
4. **Canada**- all-natural sauce for the foodies, and multicultural set.
5. **Germany**: Ethnically produced, all-natural hot sauce with clean ingredients.

Potential Boomers- UAE, UK, TAIWAN, Scandinavia

CURRENT US DISTRIBUTION

Available Nationwide

- Sell to over 4000 mass and other US national retail stores (1900 Walmart, 2000 Kroger and affiliates, 200 stop and shop). About 58–60k units sold per month.
- Total US – Multi Outlet (MULO) / Total US– Food – latest 26 weeks ending 6/15/25
 - Dollar Sales: \$1,362,384
 - Unit Sales: 359,361



Go To Market Strategy

1. Optimized website with links to approved e-commerce links
2. Amazon One Stop Shop- Bundles, tropical fruit and MS packs,
3. Content Marketing: Social Media Team, Influencers, chefs
4. Strategic Retail Placement (Direct vs Importer) High margin
5. QR code, heat scale, Marie's Pic and signature, label and packaging quality
6. Strategic foodservice
7. Create a story- Factory, Mrs. Sharp, Belize, Maya Mountains, Beaches of Belize
8. Strategic product extensions- Ketchup, wing sauce, Tropical Hot Salsas, Fruit Spicy Jams, Marinade, seasonings, BBQ sauce
9. MS Private label- Premium Coffee, Consume, Mustard
10. Exotic Fruit Sauces- Huckleberry, Kokona, Dragon Fruit?
11. Control Market Pricing and tiered pricing
12. Approved resellers, importers for a focused approach- the right partners.

MARIE SHARP'S SIGNATURE BLEND

'LavaHeat' HOT SAUCE



Marie Sharp's can continue building a powerful global brand while staying true to its authentic roots.

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THANK YOU
MUCHAS GRACIAS!

