

# Stage Coach Sauces

*Full-service co-packaging*

## **How to Launch a New Product**

### **Stage Coach's Test the Market Batch!**

We will provide you with pilot batches and small runs to test the market.

#### **Step 1 (Sample Testing)**

To get started we must first determine the pH levels of your product, an initial fee of \$35.00. Send your (2) samples along with payment to:

Stage Coach Sauces LLC  
806 N. Beach Street  
Daytona Beach, FL 32114

#### **Step 2 (Product Development)**

Record the steps to create your recipe. Accurately measure every ingredient in the most appropriate unit of measure (all components should be in the same unit of measure). We will scale your formula to the appropriate batch size.

- Record temperatures and cook times if applicable
- Avoid using branded ingredients as they will increase your per unit costs
- Weighed ounces are not the same as fluid ounces
- Protect your recipe - Fill out and sign the Non-Disclosure Agreement

*Stage Coach Provides:*

- UPC Bar Code
- Complete nutritional analysis
- Ingredient list with allergens listed

#### **Step 3**

Select a graphic artist/label designer →we can provide recommendations.

#### **Step 4**

Select a container; glass or plastic (P.E.T).

- Containers are typically your largest expense
- Use economies of scale to your advantage (increase order quantities to reduce per unit costs)

*Stage Coach Provides:*

- Inventory control
- Package design consultation

#### **Step 5**

Get your product on the market:

- Contact food brokers, exporters, local grocery stores, specialty shops and trade shows

Questions? Comments? Contact Us

**Phone:** (386) 328-6330 **Email:** [info@stagecoachsauces.com](mailto:info@stagecoachsauces.com)