

# I AM FLAVOUR

## Chef-Driven Condiments & Seasoning

**No trends. No shortcuts. Just chef-driven flavour that earns its shelf space.**

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## BRAND SNAPSHOT

**I AM FLAVOUR** is a chef-led, small-batch brand built for bold kitchens and everyday use. Each product is developed for balance, versatility, and repeat purchase — never novelty.

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## THE LAUNCH

A **focused three-SKU retail release**, intentionally tight and clearly positioned.

No line bloat. No filler. Just flavour-forward essentials designed to perform on shelf.

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## INITIAL SKUs

### **All-Purpose Seasoning**

Balanced, versatile, daily-use staple

### **Green Heat**

Thai green mango hot sauce — bright heat, savoury, not sweet

### **Silky Thyme**

Lemon thyme, olive oil-based sauce — smooth, herb-forward

*(Full ingredients & nutrition available)*

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## WHY IT WORKS

- Chef-developed flavour profiles
- Clean, confident branding

- Strong everyday use cases
  - Designed for repeat
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  - Premium feel without complexity
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## RETAIL MARGIN SNAPSHOT

*Target ranges — final pricing confirmed at order*

- **Suggested Retail:**
    - Sauces: \$10.99–\$12.99 CAD
    - Seasoning: \$9.99–\$11.99 CAD
  - **Wholesale:** Keystone-friendly
  - **Target Gross Margin:** 48–55%
  - **Minimum Orders:** Low opening minimums for launch partners
  - **Supply:** Small-batch, controlled, scalable
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## HOW CUSTOMERS USE IT

### **All-Purpose Seasoning**

Roasted vegetables • Eggs • Chicken • Fish • Everyday cooking

### **Green Heat**

Tacos • Rice bowls • Noodles • Grilled meats • Marinades

### **Silky Thyme**

Sandwiches • Roasted vegetables • Chicken • Fish • Grain bowls

**Three products. Endless everyday uses.**

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## IDEAL RETAIL PARTNERS

Specialty food shops, independent grocers, and curated retailers that value craft, clarity, and flavour integrity.

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## NEXT STEPS

Samples available upon request.  
Open to limited regional placement for launch partners.

**Bryan Dawkins**  
Founder, *I AM FLAVOUR*