

first he launched the  
food truck movement  
now this



introducing Kogi  
LA street sauces  
by chef Roy Choi





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# Flavors as big as the city they come from

Ten years ago, chef Roy Choi and his partners created a nationwide gourmet food truck movement with Kogi. Serving up flavors people had never tasted. Now he wants to share them with you.

New Kogi LA Street Sauces put a new spin on customer favorites: burgers, pizza, wings, flatbreads, sandwiches.

There's **Salsa Roja**. **OG Kalbi Marinade and Sauce**. **Serrano Chili Sauce**. And something Roy calls the **Secret Weapon**, sweet garlic soy. So bangin'. So bomb. So how many you want?

## Restaurant issues today

- Traffic is down
- Customer palates have changed
- Demand for unique flavors – and lots of them
- Growth only coming from “new news”
- Labor shortage affecting food prep

## Kogi to the rescue

- Traffic-generating, new-to-the-world LA street sauces
- Unique flavors fueled the gourmet food truck movement
- Customers obsessed, line up for hours to get a taste
- Ready-made, not labor intensive



| maines | product                          | code     | pack/size             | UPC            | gross weight | refrig | gluten free | kosher |
|--------|----------------------------------|----------|-----------------------|----------------|--------------|--------|-------------|--------|
| 044345 | Kogi Salsa Roja                  | KG3264HG | F-style<br>4/65 fl oz | 10041335366277 | 20.364       | yes    | no          | no     |
| 044346 | Kogi OG Kalbi Marinade and Sauce | KG3263HG | F-style<br>4/65 fl oz | 10041335366253 | 21.75        | yes    | no          | yes    |
| 044347 | Kogi Secret Weapon               | KG3262HG | F-style<br>4/65 fl oz | 10041335366246 | 22.125       | yes    | no          | yes    |



For further information, samples or product demonstrations, please contact Michael Cleary | (607) 237-1951 | [mcleary@acosta.com](mailto:mcleary@acosta.com)