

Kogi[®]

Playbook



CPG.IO

[CONFIDENTIAL]

for KEN'S FOODS

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CLIENT INFO

Ken's Foods, Inc.

Address: 1 Dangelo Dr., Marlborough, MA 01752

Tel: 508.229.1100; 323.315.0256 (Kogi)

LAUNCH DATE: March 14, 2022

All product & shipping materials to be in house on March 7, 2022.

QUANTITIES TO SELL: 1,000

WEBSITE: <https://www.kogisauce.com/>

Site will be Shopify. They are building it from scratch.

CLIENT CONTACT Information

Tom Murphy - tmurphy@kensfoods.com

Patrick Shea - pshea@kensfoods.com

CPG.IO TEAM

PM Lead: Phil Koberlein

Account Mgr: Rick Holby

CSR: Desiree Diaz

Ship/Pack Tests: K. Razzi

Package Design: K. Razzi

Web: Shashank Gupta



Phil Koberlein - PM



Rick Holby -
Account Manager



Desiree Diaz -
Customer Service



Katherine Razzi - Ship
Test, Packaging,
Graphic Design



Shashank Gupta -
Web Design &
Maintenance

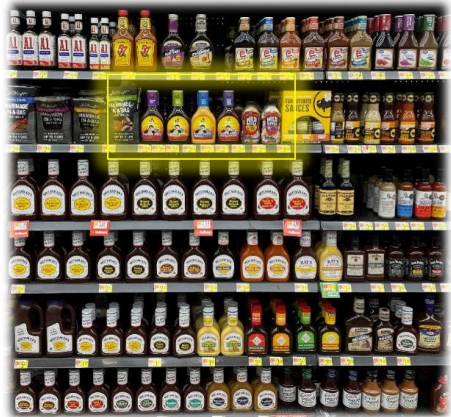
TARGETED MERCHANDISING

Kogi sauces don't follow a traditional format:

- Versatile / multi-purpose sauces geared towards a wide range of recipes extending far beyond Asian cuisine.
- Targeted at mainstream consumers looking for easy flavor enhancement.

TARGETED GEOGRAPHY

We are targeting a **West Coast** launch for the Kogi retail lineup, where exposure to Kogi and awareness of Roy is highest.



Kogi became a Los Angeles legend under palm trees and street lamps late at night, where Chef Roy Choi brought the flavors of Korean BBQ together in taco form with all of the textures of his great city and sold it to loyal crowds from a food truck posting up in every neighborhood far and wide.

“Kogi hit the perfect storm – a new world of social media, a crumbling economy, and a world hungry for change. Enter a cute beat-up truck filled with bomb flavors that people had never tasted before, but that were familiar. Magic.”

– Chef Roy Choi

Kogi was born from the idea that great food isn't only found in exclusive, expensive restaurants – it can be found all around us, especially from the side of a truck through your Twitter feed. An homage to foundational flavors and upbringings given new form. That's Kogi - L.A. in one bite - and it sparked the modern food truck movement still happening across America today.







Kraft Brown or Standard White = Same price. Same for all sample design comps on next slides. Full color inside ONLY. We will get more estimates from other vendors.

Box Size: 17-1/2"W x 9-1/2"D x 2-5/8"H (revised)

Design 3 - Full color with messaging.

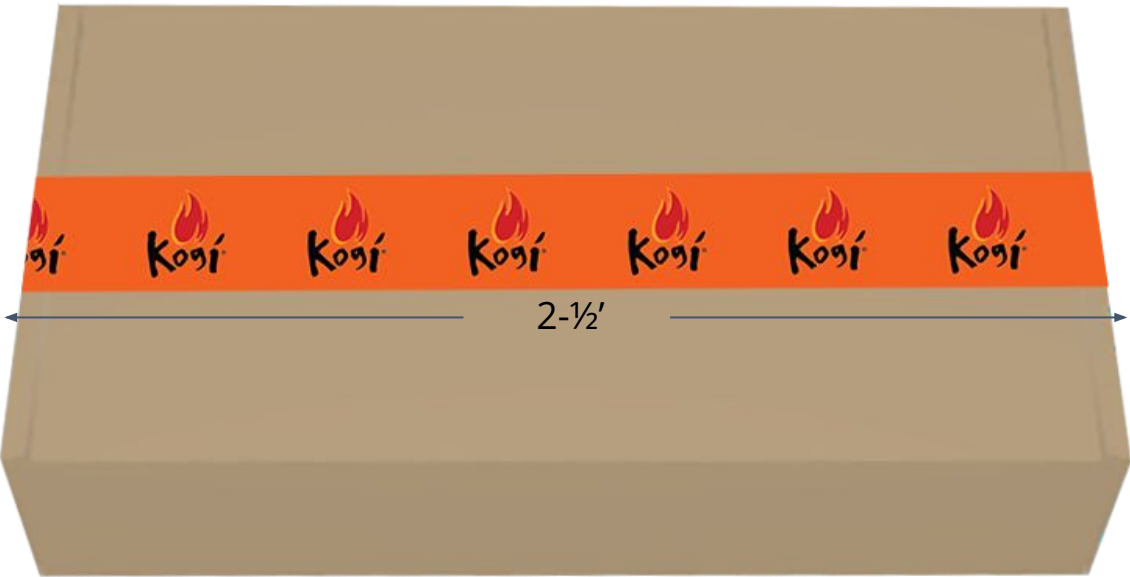


Design 2 - B&W with messaging.



Kraft Brown or Standard White.
Full color inside ONLY.

Box Size: 17-1/2"W x 9-1/2"D x 2-5/8"H
(revised)



If using as shown on widest part of this box (19-1/2"), usage is apprx. 2-1/2' or a bit less.

500 Boxes = 1,500 ft = \$119
 1,000 Boxes = 3,000 ft = \$223



100 ft	\$19
300 ft	\$19
1,500 ft	\$119
3,000 ft	\$223
6,000 ft	\$417



Convenient 10 lb. carton is UPSable.

2 handfuls of crinkle = approx \$1.00 per box.
(27-30 kits per carton of crinkle.)

Crinkle should be a vibrant orange. We are requesting samples.

MODEL NO.	LBS./ CTN.	PRICE PER CARTON			COLOR	IN STOCK SHIPS TODAY
		1	5	10+		
S-6119OR	10	\$40 per carton any quantity			Orange	<input type="text" value="1"/> <input type="button" value="ADD"/>

Model #	Description	Qty	Price	Total
S-6119OR	Crinkle Paper - 10 lb, Orange	<input type="text" value="4"/>	\$40.00/CT	\$160.00
			SUBTOTAL =	\$160.00



die cut

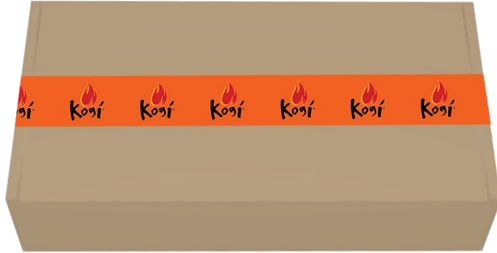


Box Sticker Size: 5-½" x 6"

500	\$542
1,000	\$921
2,000	\$1587



Vendor	Printing	Box Size	Box Color	QTY	Price Each	Die 1x	Total	Lead Time
Packola	Inside Only	17.5 x 9.5 x 2.625	White	1000	\$3.68		\$3,680.00	3 wks
Dandee (non-custom)	None	18.25 x 11.375 x 2.69	White & Kraft Inside	1000	\$1.15			2-3 Days
Dandee (non-custom)	None	17.5 x 12.75 x 3.25	White & Kraft Inside	1000	\$1.42			2-3 Days
Dandee	Inside Only	17.5 x 9.5 x 2.625	White	1000	\$10.48			5 wks
Packlane	Inside Top 4/C	17.5 x 9.5 x 2.625	White	1000	\$3.02		\$3,020.00	Rush 4-6 days
Dandee	Inside & Die TBD	17.5 x 9.5 x 2.625	White	1000	\$1.39	\$998.00	\$2,388.00	4-6 wks



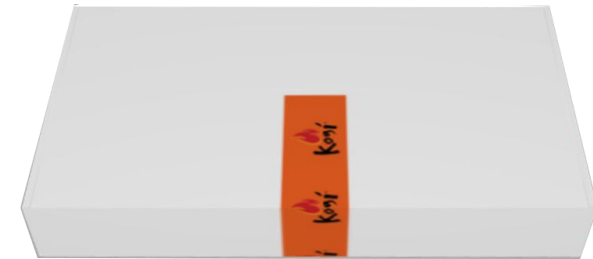
Box \$3.68 + Crinkle \$1 + Ship Tape \$0.15 = **\$4.83 Per Box**

Labor is .50 per touch.

Box + Shipping + Tap = 1.50 Labor

Above + 4 bottles + sticker + keychain + note/card + Insert = 5.50
Shipping Costs TBD

Ken's team is sourcing inserts
CPGIO paying for packaging and billing back

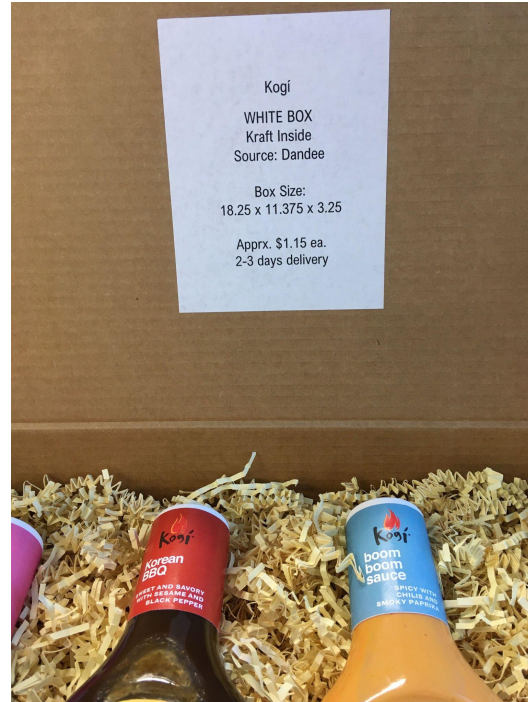


It was discussed by CPGIO that sealing this type of box should be affixed with the branded tape vertically instead of horizontally. This will require less tape as well.



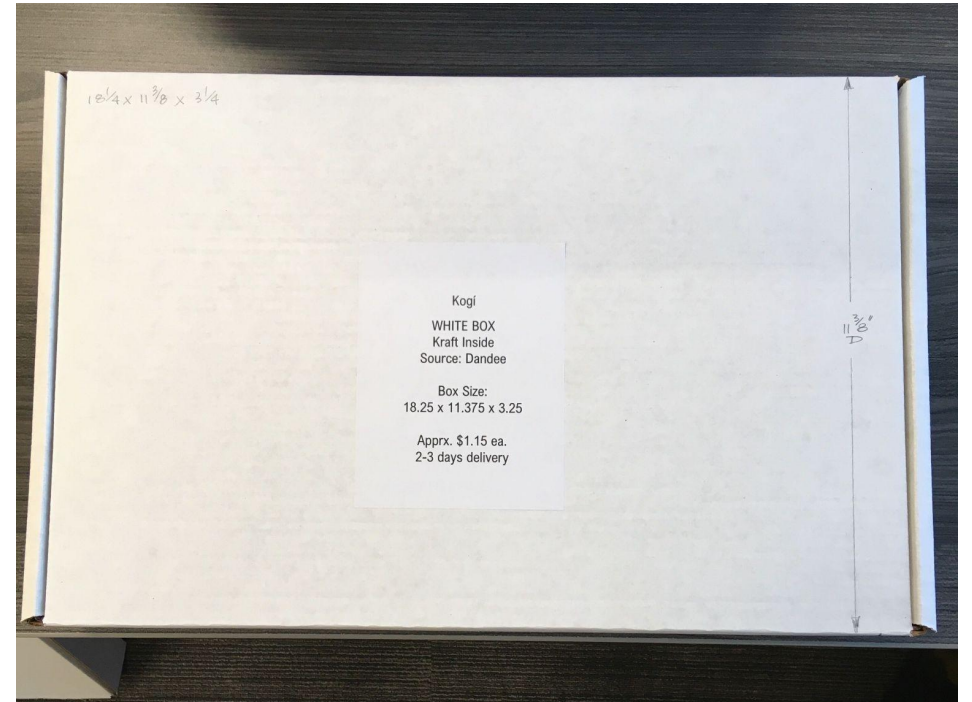
Kogi
WHITE BOX
Kraft Inside
Source: Dandee

Box Size:
18.25 x 11.375 x 3.25
Apprx. \$1.15 ea.
2-3 days delivery



Kogi
WHITE BOX
Kraft Inside
Source: Dandee

Box Size:
18.25 x 11.375 x 3.25
Apprx. \$1.15 ea.
2-3 days delivery



18 1/4 x 11 3/8 x 3 1/4

Kogi
WHITE BOX
Kraft Inside
Source: Dandee

Box Size:
18.25 x 11.375 x 3.25
Apprx. \$1.15 ea.
2-3 days delivery

11 3/8
D

Box Size:
18.25 x 11.375 x 3.25

Apprx. \$1.15 ea.
2-3 days delivery



QTY: 1,000 MAX



1

Assemble the shipping box.



Convenient 10 lb. carton is UPSable.

2

Add 2 handfuls of orange crinkle.



3

1. Place bottles in box as shown on top of the orange crinkle.



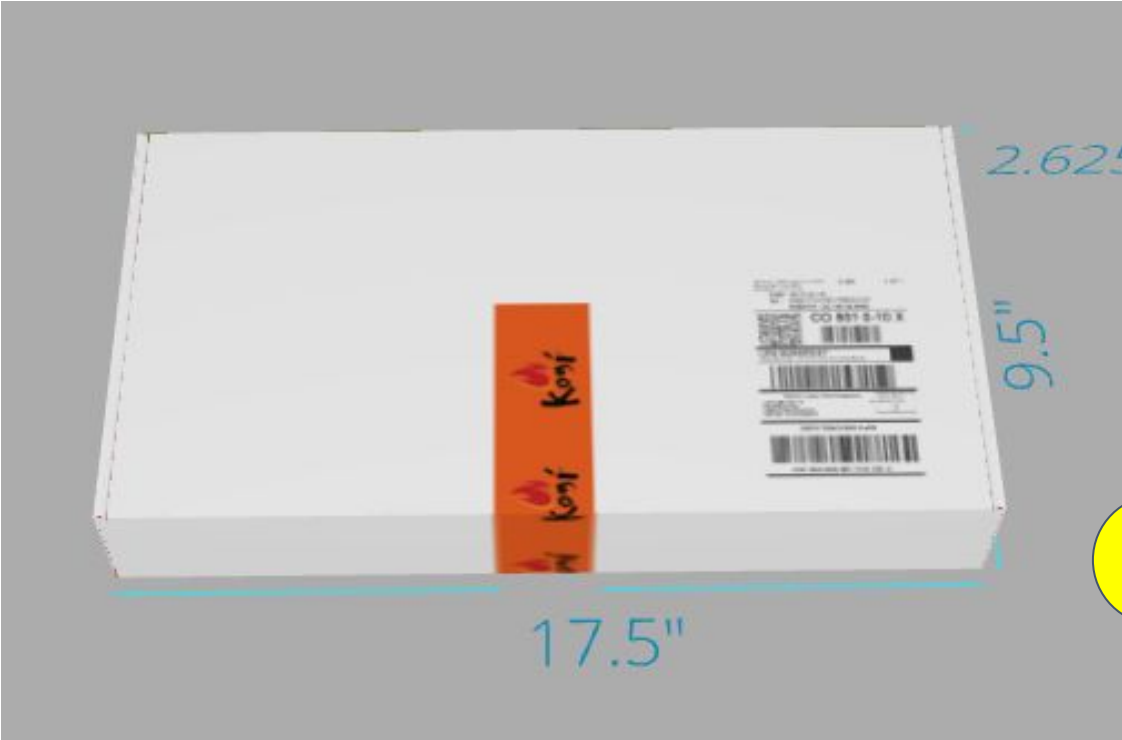
4

- 2. Pinch crinkle between each bottle and their necks to thwart movement in shipping.
- 3. Place 2 recipe cards & one Kogi sticker on top.
- 4. Close box.



5

Affix branded tape across opening of the mailer box as shown.



6

Affix shipping label lower right on top of box as shown.

