



Sangsook

Thai Signature Sauce for the World

Company : Rai Srangasuk Co., Ltd.

Brand: Sangsook

“Thai Signature Sauce for the World”

Company Overview & Core Concept

Company Information

- Company Name: Rai Srangsuk Co., Ltd.
- Business: Manufacturer and distributor of ready-to-eat squeeze sauce
- Core Product: Sangsook Chili paste Sauce, preserving authentic Thai innovation
- Target Market: Domestic and international (China, Japan, Europe, USA, UAE)

Vision

“To be a global leader in authentic Thai cuisine, bringing happiness to people worldwide through innovation and distinctive flavors.”

Mission

- Present Thai cuisine in a modern format that suits contemporary lifestyles.
- Preserve authentic Thai flavors through world-class production technology.
- Support local farmers and communities by using high-quality ingredients.
- Expand into international markets and establish memorable brand identity.

Goals

- Build a globally recognized Chili paste Sauce brand.
- Expand market presence in Europe, the USA, China, Japan, and UAE.
- Develop products to modern consumer needs on Thai authenticity.
- Establish a strong network of business partners .

Brand Storytelling & Visual Identity

Brand Storytelling

Sangsook is not just an ordinary sauce! It tells the story of Thai cuisine through innovation and a deep pride in Thai culture.

- * Historical Roots: A dish with a long and rich history, dating back to the era of King Narai.
- * Transformation for the Future: Reinventing Thai sauce into a ready-to-eat format that meets modern lifestyles while preserving authentic Thai flavors.
- * Thai Soft Power: Leveraging Thai flavors and culture as a powerful expression of national pride on the global

Logo & Visual Identity

The Sangsook logo is designed to encapsulate multiple layers of meaning in one image:

- * The Smile of Happiness: Symbolizing the joy we strive to deliver to our consumers.
- * Jinda Chili: Reflecting the origin of our Chili paste sauce, characterized by its spiciness and vibrancy.
- * Elephant Tusk: A symbol of strength and a proud representation of Thai cultural heritage.
- * Upward Graph: Signifying continuous growth and global expansion, in line with our slogan, "Thai Signature Sauce for the World."

Summary & Future Commitment

- * We are determined to position Sangsook as a symbol of pride in Thai cuisine and as a bridge connecting Thai culture with the global market.
- * Future Commitment: Expand our network of partners, continuously develop our products, and consistently deliver the authentic Thai taste that brings joy to people around the world.



Product, Innovation & Business Strategy

Product & Innovation

Sangsook Chili paste Sauce revolutionizes traditional Thai condiments with three key innovations:

- Precision Blending: Ingredients are mixed in a meticulous order, with gum stabilizers preventing separation.
- Flavor Preservation Technology: Pasteurization and pH control maintain freshness and authentic taste for up to one year.
- Modern Packaging: Convenient 30g squeeze pouches, perfect for on-the-go consumption.

Marketing Strategy & Business Model

Business Models

- B2C (Online): Utilizing social media platforms such as TikTok, Facebook, and an affiliate program, leveraging influencers both domestically and internationally.
- B2B2C (Offline): Partnering with convenience stores and targeting niche markets in industrial zones and the tourism sector.
- B2B (Bulk Sales): Collaborating with hotels (3-star and above) and foodservice franchises.
- Export: Expanding distribution to China, Japan, Korea, the USA, Europe, the Middle East, and Southeast Asia.

Three-Phase Marketing Strategy

1. Brand Awareness:

- Collaborating with top influencers and launching a "Taste Challenge."
- PR campaigns with tourism organizations and hotels to enhance brand appeal.

2. Trial Purchases:

- Hosting sampling events and participating in food fairs.
- Introducing promotions such as "Buy 2, Get 1 Free" or "Buy 1, Donate 1 Baht."

3. Global Market Expansion:

- Participating in international trade shows (ThaiFEX, Canton Fair, Dubai Expo).
- Establishing distribution networks with overseas partners to enhance market penetration.





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THANK YOU