

OTTOGI NEW ZEALAND LIMITED

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Dearest, Brilliant Designers out there!

We are the Food Company "OTTOGI NEW ZEALAND INC" (HQ - South Korea Based / Located - New Zealand) aiming for launching our new authentic 16 SKU Sauce lines! We hope to bring the varieties and vibrant life of our products to amaze New Zealanders! And furthermore all over the world! Proudly all Clean & Beautiful New Zealand locally produced with genuine natural famous New Zealand Honey!

This is going to be semi premium ranges. We would love to see designs that use the Company color code (Please kindly find the details below). The final design should communicate the fine details adjustments. We are very looking forward to seeing your work, and have the opportunities to show your design launching in New Zealand, where you can find everything from untamed wilderness to rich culture!

⦿ Detailed Instruction

We are very looking forward to seeing your work, and have the opportunities to show your design launching in New Zealand, where you can find everything from untamed wilderness to rich culture!

(1) LOGO (AI ATTACHED)



⦿ Please use the attached AI (Don't mind the yellow background)

- ® is mandatory to go along with the logo on the right side of bottom.
- The location of Logo on the label design has no limitation. Be creative!
- No color Adjustment allowed.

(2) Colour Code (For your references)

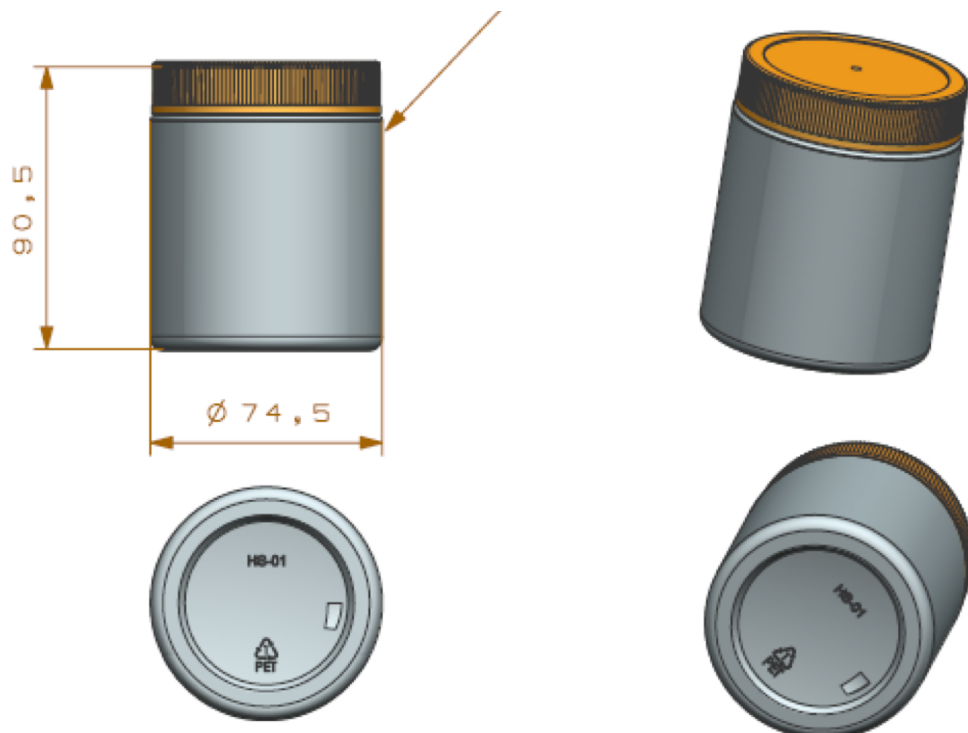
⦿ OTTOGI RED LOGO - PANTONE 186C COLOR

- ® is mandatory to go along with the logo on the right side of bottom.
- The location of Logo on the label design has no limitation. Be creative!
- No color Adjustment allowed.
- Normally, OTTOGI HQ use Pantone 186 (OTTOGI RED), Pantone 108 (OTTOGI YELLOW) and Pantone 2747 (OTTOGI BLUE). But this is the initial trying us to out of box of old school design pattern!

(3) SAUCE BOTTLE

⊙ OTTOGI NEW SAUCE RANGE BOTTEL CONTAINER (Virgin PET material)

- Both Left and Right will use for the new ranges. Both are 280ml but will be use different lid color.
- Black Lid (Left side) will be use for the Premium 4 SKU ranges
- Yellow Lid (Right side) will be use for the Representative 12SKU ranges
- For your references, The lid is easy grab type with the fluted pattern.



(4) Flavor Description & Design Concept

Please find the each product title and Description.

Consider the ingredients and premium honey for each sauce, and give us a design that highlights this. Based on the ingredients & The premium Manuka Honey.

◎ OTTOGI PREMIUM RANGES ‘ Title & Description ’ (Black Lid) - 4SKU

- We would like to clarify that Premium Ranges for “STRI-FRY & GRILL & BBQ” usage. Please put this three words nicely at the main label. (Naturally Sweetened by NZ honey - this would be amazing to present)

Sauce Ranges	Outline
1) OTTOGI PREMIUM RANGE (4 SKU)	<ul style="list-style-type: none">• OTTOGI's PREMIUM SAUCE RANGES <p>Naturally Sweetened with New Zealand Manuka Honey</p>

Details	Container
1) ORIGINAL TERIYAKI with New Zealand Marlborough Manuka Honey 280ml 2) LEMON TERIYAKI with New Zealand Marlborough Manuka Honey 280ml 3) HONEY GINGER TERIYAKI with New Zealand Marlborough Manuka Honey 280ml 4) TROPICAL FRUIT BARBECUE with New Zealand Marlborough Manuka Honey 280ml	<ul style="list-style-type: none">• 280ml with Black lid- Easy Grab fluted pattern• Embossing Title Labeling with Gold surface point

1. Original Teriyaki with New Zealand Marlborough Manuka Honey

Our signature original teriyaki sauce. Rich flavored soy sauce sets the stage with Korean style Garlic and Ginger base. Not just stick with the stereotype flavor, OTTOGI Teriyaki add some more acid from vinegar, the sauce comes to life. Smooth texture soaking into the all kinds of ingredients, and when you have a first bite you can feel the sauce all the deep inside. Naturally Sweetened by Manuka Honey from Marlborough region.

2. Lemon Teriyaki with New Zealand Marlborough Manuka Honey

OTTOGI Lemon teriyaki got the classic teriyaki element with a lemon twist. A well balanced hit of lemon taste will delight your table with fruity and citrusy change over. Proudly say, If you are the foodie with the bold ranges, This is can be your number one Teriyaki on the shelf. It just easily makes a fine marinade for salmon, chicken even with the asian inspired fried rice bowls. Naturally Sweetened by Manuka Honey from Marlborough region.

3. Honey Ginger Teriyaki with New Zealand Marlborough Manuka Honey

If you want to tone down from stimulation, and seeking for a healthy but flavory Teriyaki, This is the one. Loaded with rich ginger and New Zealand honey. Boost your immune system with adding OTTOG's Honey & Ginger Teriyaki on your dinner plate. Furthermore, It still got the perfect balance of sweet & savory in style. Naturally Sweetened by Manuka Honey from Marlborough region.

4. Tropical Fruit Barbecue with New Zealand Marlborough Manuka Honey

Very similar flavor to Bulgogi Sauce. Bulgogi is a classic Korean dish that translates to "Fire - meat" (Not spicy though). It's a marinated beef & Pork that is sliced and is very common and legendary dish in Korea. World widely famous for it's sweet soy Korean style flavor. It can be found anywhere from upscale fine dinning to street food in Korea as pan - ready meal. And this is the OTTOGI's pleasure can bring the joy to New Zealander, just as easy as taste the grilled Korean grilled barbecue flavor at home just add this sauce. Natural sweet flavor from Pineapple, Apple, Mango and beautifully end with Black pepper note with Manuka Honey. For easy access to Local market, We want to focus on the Tropical fruit (such as Pineapple & Mango) is the main key!

◎ OTTOGI REPRESENTATIVE RANGES ‘ Title & Description ’ (Yellow Lid) -
 12SKU (Compared to Premium range, Representative range with yellow lid
 will be more young, lighter and vibrant!) * Honey name can be changed **

Sauce Ranges	Outline
2) OTTOGI REPRESENTATIVE RANGE (12 SKU)	<p>• OTTOGI's REPRESENTATIVE SAUCE RANGES</p> <p>Naturally Sweetened with New Zealand Native Flower Honey</p>

Details	Container
<p>• Teriyaki Line (4 SKU)</p> <p>1) Original Teriyaki with NZ Native Flower Honey 280ml 2) Lemoni Teriyaki with NZ Native Flower Honey 280ml 3) Red Twist Teriyaki with NZ Native Flower Honey 280ml 4) Honey Ginger Teriyaki with NZ Native Flower Honey 280ml</p>	<p>• 280ml with Yellow lid - Easy Grab fluted pattern • Embossing Title Labeling with Gold surface point</p>
<p>• Barbecue Line (4 SKU)</p> <p>1) Tropical Fruit Barbecue with NZ Creamed Clover Honey 280ml 2) Fruity Flame Barbecue with NZ Creamed Clover Honey 280ml 3) Hickory & Sesame Barbecue with NZ Creamed Clover Honey 280ml 4) Oyster & Garlic Barbecue with NZ Creamed Clover Honey 280ml</p>	
<p>• Twist Line (4 SKU)</p> <p>1) Chickie Pickle (Sweet & Sour) with NZ Native Flower Honey 280ml 2) Lord of the Chilli with NZ Native Flower Honey 280ml * 3) Licorice twisty Katsu Sauce with NZ Native Flower Honey 280ml * 4) Black Sesame Savage Karaage Sauce with NZ Native Flower Honey 280ml *</p>	

(1) Teriyaki Line (4 SKU)

- We would like to clarify that Teriyaki Ranges for “STRI-FRY & GRILL & BBQ” usage. Please put this three words nicely at the main label. (Naturally Sweetened by NZ honey - this would be amazing to present)

1. Original Teriyaki with New Zealand Native Flower Honey

Our signature original teriyaki sauce. Rich flavored soy sauce sets the stage with Korean style Garlic and Ginger base. Not just stick with the stereotype flavor, OTTOGI Teriyaki add some more acid from vinegar, the sauce comes to life. Smooth texture soaking into the all kinds of ingredients, and when you have a first bite you can feel the sauce all the deep inside. Naturally Sweetened by Native Flower Honey from Marlborough region.

2. Lemoni Teriyaki with New Zealand Native Flower Honey

OTTOGI Lemon teriyaki got the classic teriyaki element with a lemon twist. A well balanced hit of lemon taste will delight your table with fruity and citrusy change over. Proudly say, If you are the foodie with the bold ranges, This is can be your number one Teriyaki on the shelf. It just easily makes a fine marinade for salmon, chicken even with the asian inspired fried rice bowls. Naturally Sweetened by Native Flower Honey from Marlborough region.

3. Red Twist Teriyaki with New Zealand Native Flower Honey

This is a full on Korean style teriyaki. This versatile option has strong chilli note all over the flavor. Perfect for those who want the new model in their Teriyaki selection. Beautifully harmony with authentic asian cooking generates a deep taste. Perfectly served with rice, noodles and or a vegetable stir fry dish. Naturally Sweetened by Native Flower Honey from Marlborough region.

4. Honey Ginger Teriyaki with New Zealand Native Flower Honey

If you want to tone down from stimulation, and seeking for a healthy but flavory Teriyaki, This is the one. Loaded with rich ginger and New Zealand honey. Boost your immune system with adding OTTOG's Honey & Ginger Teriyaki on your dinner plate. Furthermore, It still got the perfect balance of sweet & savory in style. Naturally Sweetened by Native Flower Honey from Marlborough region.

(2) Barbecue Line (4 SKU)

- We would like to clarify that Barbecue Ranges for "STRI-FRY & GRILL & BBQ" usage. Please put this three words nicely at the main label. (Naturally Sweetened by NZ honey - this would be amazing to present) & Emphasis of BBQ range vibe!

1. Tropical Fruit Barbecue with New Zealand Creamed Clover Honey

Very similar flavor to Bulgogi Sauce. Bulgogi is a classic Korean dish that translates to "Fire - meat" (Not spicy though). It's a marinated beef & Pork that is sliced and is very common and legendary dish in Korea. World widely famous for it's sweet soy Korean style flavor. It can be found anywhere from upscale fine dinning to street food in Korea as pan - ready meal. And this is the OTTOGI's pleasure can bring the joy to New Zealander, just as easy as taste the grilled Korean grilled barbecue flavor at home just add this sauce. Natural sweet flavor from Pineapple, Apple, Mango and beautifully end with Black pepper note with Creamed Clover Honey. For easy access to Local market, We want to focus on the Tropical fruit (such as Pineapple & Mango) is the main key.

2. Fruity Flame Barbecue with New Zealand Creamed Clover Honey

Highly popular Korean BBQ dish. Some have made comparisons to spaghetti and meatballs being to Italians as Bulgogi is to Koreans. Not just helping marinated meat with it's crazy tender and juicy seeping sauce but top of that, With this spiciness kick in intensely with tantalizingly delicious flavor. OTTOGI Spicy Bulgogi sauce cooks your meal very easy and quickly coated with this fruity but garlic with Spicy Chilli paste. Naturally Sweetend by Clover Honey from Marlborough region.

3. Hickory & Sesame Barbecue with New Zealand Creamed Clover Honey

Varying combinations of sweet, sour, smoky and spicy OTTOGI elements. The best have multiple sources of sweetness such as Onion and Tomatoes. Adequate tartness from apple vinegar, multiple sources of heat from Mustard and Chilli. Surprisingly Sesame seeds really gets it's layers of flavor from all together! Naturally Sweetened by Clover Honey from Marlborough region.

4. Oyster & Garlic Barbecue with New Zealand Creamed Clover Honey

Normally Oyster sauce was a staple for much Chinese family style cooking. But OTTOGI's Stir fry sauce can apply everywhere with oyster based soy flavor with Garlic, Gingery scent at the end. More than anything, The appropriate decoration with Sesame Oil brings you a nutty experience and make it stands out as Korean wok style!

(3) Twist Line (4 SKU)

- We would like to clarify that Twist Ranges for "COOKING & DIPPING" usage. Please put this three words nicely at the main label. (Naturally Sweetened by NZ honey - this would be amazing to present) & Emphasis of Fun vibe!

1. Chickie Pickle Sweet & Sour with New Zealand Native Flower Honey

Very similar flavor to Bulgogi Sauce. Bulgogi is a classic Korean dish that translates to "Fire - meat" (Not spicy though). It's a marinated beef & Pork that is sliced and is very common and legendary dish in Korea. World widely famous for it's sweet soy Korean style flavor. It can be found anywhere from upscale fine dining to street food in Korea as pan - ready meal. And this is the OTTOGI's pleasure can bring the joy to New Zealander, just as easy as taste the grilled Korean grilled barbecue flavor at home just add this sauce. Natural sweet flavor from Pineapple, Apple, Mango and beautifully end with Black pepper note with Creamed Clover Honey. For easy access to Local market, We want to focus on the Tropical fruit (such as Pineapple & Mango) is the main key.

2. Lord of the Chilli with with New Zealand Native Flower Honey

Welcome to Korean hot hot hot chili (But still sweet) crafted as OTTOGI style for all generations. Interestingly well balanced with the Lemon high notes and

Chilli flakes low notes for balance. Also Paprika oil add a splash of amused kick. The garlic suspended in the sauce make the great ending credits! Please use the chill pepper flame related image to tell customer that it's high Scoville scale!

3. Licorice twisty Katsu sauce with New Zealand Native Flower Honey

Katsu Sauce is basically Japanese-style BBQ for sauce for fried meats. The main ingredients are Worcestershire sauce, soy sauce, sugar and other seasonings. The taste is very unique, with tartness from the Worcestershire sauce, slightly salty and sweet at the same time. Nice hint of Licorice is the beauty of OTTOGI's Katsu Sauce. Like Licorice twsit, jello vibe would be wonderfully add on this Savory Katsu Sauce! [Better Name Idea always appreciated!]

4. Black Sesame Savage Karaage with New Zealand Native Flower Honey

Karaage is a Japanese cooking technique in which various foods are deep in fried in oil OTTOGI Karaage sauce perfectly fit with your crackly crisp, juicy meat from our squeeze of apple and garlic's combination. This is time to reveal our secret recipe only for foodstuffs. The Cinnamon ground adds on the such a unique rich deep flavor. Black Sesame seed is the key point!

(5) Labeling Ingredients & Contains - Lorem ipsum

ex 1) Original Teriyaki Sauce

Ingredients: Soy Sauce(Soybean), Sugar, Honey, Corn syrup, Vinegar, Thickener1422, Salt, Colour 150d, Yeast Extract, Garlic Ground, Hydrolysed Vegetable Protein, Onion Ground, Ginger Paste

Contains:(contains: Font size at least 1.5mm - Soy, Wheat(Gluten) Maybe present egg, milk, sesame, fish.

NUTRITION INFORMATION		
Servings per package: 6 approx.		
Serving size: 40ml		
	Avg. Qty. per Serving	Avg. Qty. per 100ml
Energy	197kJ	492kJ
Protein	0.5g	1.3g
Fat, total	0g	0.1g
– saturated	0g	0g
Carbohydrate	8.8g	21.9g
– sugars	8.0g	20.1g
Dietary Fibre	0g	0.1g
Sodium	596mg	1490mg

(6) Barcode & QR Code

Please make a fake QR code area for our later adjustment Company website QR code insert. But Please mention above the QR code saying

- OTTOGI always cherish your feedback on our products. Please visit our website with your QR code and say hello to the OTTOGI team!-

(7) How to use

OTTOGI's Original Teriyaki Sauce is Brilliant for stir-frying, grilling and putting on the BBQ. Giving a enriching flavor for a marinade as well. Also excellent as a dip.

(8) Company Location & Best Before

Ottogi New Zealand Limited
76 Rangi Road Takanini Auckland 2105
Made in New Zealand from local and imported ingredients.
Store in a cool and dry place.
Once opened, keep refrigerated.
Best Before : See package.

Within OTTOGI's Instruction please be creative!

OTTOGI Team, we are highly look forward to see your beautiful art work!

Thank you very much.