

Barbeque Sauce

Young G's

Presentation

Young G's 烤肉酱
Young G's Barbeque Sauce



Delicious Taste



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background of the Brand

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可于中西部超市购买到该产品

Available in supermarkets
across the Midwest

国内外现状 YoungG's in State of Iowa & China

刊登于得梅因记事报 Published in The Des Moines Register

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YOUNG G'S

品牌背景

background of the Brand

品牌背后的故事

The story behind the brand

YoungG's 烤肉酱的来源

Source of the YoungG's barbecue sauce





因为承诺而产生的品牌

Brother in arms are brother for life

- ▶ 待到复员一起做最棒的烤肉酱
但只有他一人归来

因为承诺
所以不曾忘记

▶ **YOUNG G'S**

A Brand resulting from the commitment

Because of the promise
So never forgot

YoungG's 烤肉酱的来源

Source of the YoungG's barbecue sauce

Gerald
Young

倾注心血和思念的就像父亲的烤肉酱，随着时间的
推移化成最熟悉而温暖的记忆



从父亲那里 得到了独特的配方 现与全世界分享

感谢我的父亲，拿出来比货架上任何一款烤肉酱都美味的YoungG's烤肉酱配方。且由于受伤，我在退伍军人管理局的支持下，积极努力自我创业，可以看到销售额每日见涨，这激励着我让YoungG's烧烤酱作为全国认可的产品。尽管我的业务还处于初级阶段，但我希望我的产业可以帮助更多退伍军人和残疾人。如今，退伍军人管理局正在进行金融与技术业务专业人士一起创建一个专业团队，这会让让我更有信心、更加努力。当我展望未来时，我对今天在这个行业的位置以及目标前景感到乐观，我希望每个人都能尝试我的美味产品，并帮助我达成我的个人和商业目标，让更多人感受到YoungG's在海外带来的美味服务。



YOUNG G'S

产品特性
Product Features

02

产品特性 Product Features

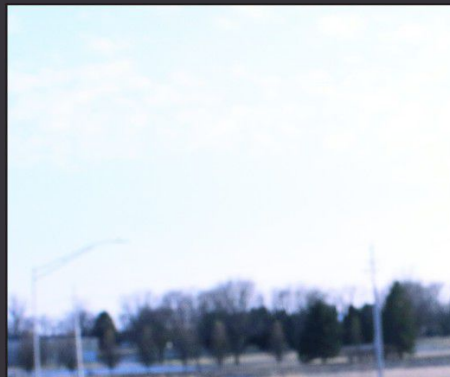
主要用途 Primary Uses

核心竞争力 OUR CORE COMPETENCIES

产品特性

作为家庭配方 存在超过20年

YoungG烤肉酱成立于2012年 已运营5年以上
无麸质+钠含量低+不含高果糖玉米糖浆
是有腹腔疾病、糖尿病或高血压患者的健康选择
香气扑鼻，口味绝佳
适合每个家庭的生活方式



Product Features



主要用途 Primary Uses

可用于浸渍或作为釉料
调制出任何美食



More choices



涂层釉料
Glaze

牛肉 猪肉 鸡肉
Beef Pork Chicken
Any food you like



蘸酱
Dipping Sauce

牛肉棒 烧烤翅膀 虾 鱼棒
Beef Sticks BBQ Wings
Shrimp Fish Sticks



烹调酱汁
Cooking Sauce

肉丸 肉饼 烤豆子 意大利面
Meat Balls Meat Loaf
Baked Beans Spaghetti

核心竞争力

OUR CORE COMPETENCIES

原味的纯正风味和正宗的味道
成分均是满满的天然与新鲜
且YoungG's是一种无麸质产品
可检测到钠含量仅为8%
在经认证的商用厨房使用

YoungG's拥有本地经营 制造与批发
其浓度使产品更容易混合和使用
能在短时间内对所有类型的
肉类进行完美腌制
且较长的保质期让您便于储存



Original bold flavors and authentic taste

YOUNG G'S

销售现状

Sales status

03

营销范围 PERFORMANCE

可于中西部超市购买到该产品
Available in supermarkets
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国内外现状 Young G's in State of Iowa & China

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营销 范围

PERFORMANCE

·DLA Troop Support - Working through Sysco foods to deliver upwards of 40,000 lbs a week

·Rinehart Institutional Foods - Military Division - Supplier to AFFEES stores on military installations

·Hy-Vee Food Stores - 10,000 lbs have been delivered to six different Hy-Vee stores located within the Cedar Valley

·Bender's Foods - Retail Food Store

·Isle of Capri - Casino and Hotel contract to use BBQ sauce

·Carried by Green Hills Super Market in northeast and central New York

美国国防后勤局部队支援

- 通过美国西斯科公司每周运送40000磅产品

美国Hy-Vee超市

- 在中部地区已在六个连锁店有着10000磅的销售量

卡普里岛度假酒店

- 与美国爱荷华州滑铁卢市卡普里岛度假酒店签署合同产品用于酒店以及酒店旗下赌场

美国镭因哈特食品机构

- 军队部门
- 产品供应于军事设施中的陆军空军交易服务站 (AFFEES)

本德尔食品

- 供应于食品零售店

格林希尔超市

- 产品分布于美国东北部以及纽约州中部的格林希尔超市内

中西部 超级市场

Available in supermarkets
across the Midwest

- Natural Grocers
- Price Chopper
- HyVee
- Sam's Club

可于以上中西部超级市场
购买到Young's G 烤肉酱
Safe And Reliable



Young G's

中西部购买点



爱荷华州 领导人的支持

State of Iowa leaders
support Young G'S BBQ

上图为
与前爱荷华州州长
和美国驻华大使
Terry E. Branstad谈话



下图为
与爱荷华州前参议员
Tom Harkin谈话

Young G's 在中国

Young G's in China

在Gerald Young服役期间最怀念的就是父亲做的烤肉酱

那份种感觉是走到哪都忘不掉温馨 任何语言都无法形容那种扑鼻的香味

如今他将这份美味带来了中国 很高兴得到了各界的支持与鼓励

因为你我均知美好的东西总是更值得分享

Gerald Young

President



CEO

“

*I have the drive and ambition to make Young G's
agreat success*

”



Sauce

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the metro and beyond. He's been hustling the product for eight years now. But the discipline the Waterloo native learned from his years in the Army was the real catalyst behind the product.

Young said he joined the National Guard to serve his country, better himself and get an education. But after 9/11, he went from "weekend warrior to everyday life."

After two active duty tours in Afghanistan, Young suffered an injury and returned home. Immediately, he set out to accomplish his dream — to take his family's barbecue sauce recipe and turn it into a business.

Shortly after returning from active duty, he discovered the Entrepreneur Bootcamp for Veterans with Disabilities program. That led him to Purdue University and he graduated from the business school in 2010.

As a graduation present, his parents gave him the family's 20-year-old barbecue sauce recipe, created by his father in their family's kitchen. After lowering the sodium content and eliminating both gluten and high fructose corn syrup, Young was ready to bottle it and take it to market.

With his charisma and work ethic, Young started to stack up locations that wanted to sell Young G's sauce. He began to demo his product in local grocery stores and sells anywhere from 150 to 200 bottles of the tamarind-flavored sauce in one day.

Andy Streit, a store director for Hy-Vee in Marion, discovered Young at the Hy-Vee in downtown Des Moines. He



Gerald Young in Hubei, China in June. YOUNG G'S BARBECUE SAUCE/SPECIAL TO THE REGISTER

invited him to demo at the Marion store.

"When Gerald came into the store, ... I tried the product, and I watched him sell it to every customer who tried it," Streit said. "He's got an incredible personality and he's got an incredible product — and he's got an incredible story with it."

But Young G's isn't just sold in Hy-Vee stores in Iowa. His sauce can be found in Hy-Vee stores in Minnesota and Nebraska, along with an assortment of local and national markets like Natural Grocers, Price Choppers, Cash Saver, Gateway Market, Whole Foods and Brick Street Market & Cafe.

But Young had a much bigger idea in mind. "Once I started this business, I already had a down-the-road plan. I wanted to get it on the military bases. My production company is now in Kansas City and we can make six million plus (bottles) a year."

Young G's barbecue sauce is the real-

ized dream for Young who now lives in Des Moines with his wife, Stephanie.

"I named it after me and gave it a distinguished taste," Young said. He even did his own logo.

What does it taste like? "You think it's hot but it's not — it's tricky," Young says. "It's good on meatloaf, baked beans, spaghetti, asparagus, and it caramelizes over any meats."

If the deal with China falls into place, Young G's sauce could soon be shipped to five provinces. Cassis said one container of beef has already been shipped to China, and 200 more distributors are interested in future exports.

Young also works with U.S. International Foods, LLC, in St. Louis, which is poised to help his product launch.

Through all the ups and downs, whether in the National Guard, hustling in stores or shaking hands with former Iowa governor and current Ambassador

Products

Continued from Page 1E

More information:
younggunssaucecreations.com;
Facebook

Big Daddy's

Locals may remember Big Daddy's Bar-B-Q restaurants in the '80s and '90s on Forest Avenue and 14th Street. Ike "Big Daddy" Seymour passed away in 2004, but his bottled sauces help to carry on his legacy.

A full line of classic barbecue sauces are available from mild to hot, like Flamin' Lemon, Big Bad Trinidad and Cayenne Crazy. The hot sauces range from "terrifying" to "torturous" and include Painful Mango and Chili-heads Only.

Big Daddy's Bar-B-Q sauces can be found in most major grocery stores in the Midwest region including specialty stores like Vom Fass.

Info: bigdaddysbbq.net;
Facebook

得梅因记事报

The Des Moines Register ■ TUESDAY, MARCH 6, 2018 ■ 4E

USA TODAY LIFE

Iowa Life



Iowa-made sauces and rubs ready to heat things up

By Dan Taylor

Barbecue is big in Des Moines. With its many barbecue restaurants, food trucks, street vendors and farmers' markets, it's no wonder why rubs to complement these meats really work with some flavor.

Local entrepreneurs have

developed their own unique

and are presenting their

products to the masses. They

are not just selling them at

farmers' markets and

grocery stores, but also at

local restaurants and

food trucks.

There are three locally-made

products that are ready for your

grilling, roasting, cooking and

other projects.

McRish

McRish started out as a small

business with a focus on

barbecue. But now, the company

has expanded to include

other products like

barbecue rubs and

other products like

barbecue rubs and

other products like

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IOWA-MADE BBQ SAUCE COULD BE HEADED TO CHINA

Move over hoisin and soy, Chinese take a hankering to Young G's barbecue sauce

By Dan Taylor

Des Moines native Gerald Young

has a big vision for his

barbecue sauce business.

Young's sauce is not just

popular in Iowa, but it's

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Dietitian

Continued from Page 1E

Melissa Orf, RD, LD is the newest addition to the West Lakes Hy-Vee Dietitian team. Melissa earned her Bachelor of Science degree in Dietetics from Iowa State University. The information is not intended as medical advice. Please consult a medical professional for individualized advice.

- 2 tbsp fresh lemon juice
- 1 tbsp fresh garlic, minced
- 1 tbsp Italian seasoning
- 1 tbsp fresh rosemary, finely chopped
- 1 tsp crushed red pepper, optional
- ½ tsp kosher salt, plus additional to taste
- 3 (5-oz.) boneless, skinless chicken breasts

- 2 medium baking apples, such as Braeburn, cut into ½-inch-thick slices
- Lemon slices, for garnish
- Preheat oven to 425 degrees.
- Line a rimmed baking pan** with aluminum foil; set aside. Prepare farro according to package directions; keep warm.
- Whisk together 2 tablespoons olive oil, lemon juice, garlic, Italian seasoning, rosemary, crushed red pepper, if de-

- mixture on prepared pan. Sprinkle with kosher salt and black pepper to taste. Roast 15 minutes.
- Remove baking pan from oven and carefully slide vegetable mixture to one side of pan. Drain chicken; discard liquid. Arrange chicken aside vegetables in pan. Top chicken with feta crumbles. Place apple slices on top of vegetables. Roast 15 minutes more or until chicken is done (165 degrees) and vegetables

得梅因记事报对Young G's烤肉酱进行了全面的采访与报道

04

YOUNG G'S

联系方式
Contact information

公司信息 Company information
联系方式 Contact information



公司信息

company information
品质值得信赖



小型企业，总部设在爱荷华州的滑铁卢
Small Business based in Waterloo, Iowa
获得退伍军人事务部的认证
Verified with Department of Veterans Affairs
残疾退伍军人自营业业务
Disabled Veteran Owned Business
邓式编码
DUNS - 07-831-1373
美国与政府贸易的企业代码
CAGE Code #6LQ23
北美产业分类体系代码NAICS code: 311421
SDVOB认证
SDVOB certification
认证合格的小型企
Certified Targeted Small Business