



INTRODUCING MR BING FOODS

✉ hello@mr-bing.com
🌐 www.mr-bing.com
📷 @mrbingnyc

Offering The Next “Cult Favorite” Condiment to Elevate a Wide Range of Dishes



Chili crisp’s versatility has broad appeal to younger consumers



Bridging cultures through food with East Asian Street Sauces



- **Chili crisp +53% growth**, making it the fastest growing sauce/ingredient/spice
- Consumers are increasingly open to **innovative, fusion applications** of chili crisp with familiar American ingredients
- Incorporate as meal enhancers, table sauce, and **limited-edition collaborations**

- Mr Bing is rooted in **East Asian Street Food** and created with Celebrity Chef, Jet Tila
- **3 Product Categories:** chili crisp, chili crisp BBQ sauce, and sriracha
- Our offerings are bold, yet relatable flavors and made with **natural ingredients**

Our Product Offerings Are Made With Quality Ingredients



CHILI CRISP

Mild or Spicy, Non-GMO, Kosher, Gluten-Free, Top-9 Allergen Free, No MSG



7oz
6/case

64oz
2/case

32oz
4/case

CHILI CRISP BBQ SAUCE

Perfect for BBQ, Marinade, Stir, Fry and Dips



74oz
2/case

SRIRACHA

Made With Real Thai "Sky-Pointing Chilis"



9oz
12/case

18oz
12/case

127oz
1/case

Mr Bing Will Help You Serve Up Innovative Dishes That Customers Will Rave About



SINGLE-MINDEDLY SAUCE CENTRIC

We do just one thing and do it well, for strategic focus, foodservice synergy, and brand clarity

SLIPSTREAMING CULTURE, NOT BULLDOZING

Our sauces are bolder and more exciting, but easy “upgrades” to the sauces people already love

RELATABLE & RELEVANT

Flavor, ingredients, claims, and pricing are designed to be easily enjoyed and understood by everyone



Created with Jet Tila
Celebrity Chef

“Team Bing has an uncompromising approach to making great sauces. Whether it’s northern Chinese, southern Thai, or just mixing it up for BBQ or wings, Mr Bing’s Chili Crisp, BBQ Sauce, and Sriracha are a great way to spice up everyday meals.”



Brings a Punch of Asian Street Food Flavor to Burgers, BBQ, Pizza, Dips, Desserts, and More



CHILI CRISP



CHILI CRISP BBQ SAUCE

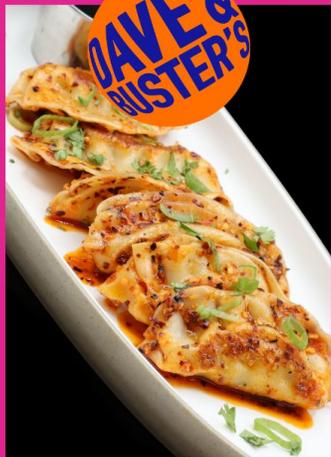
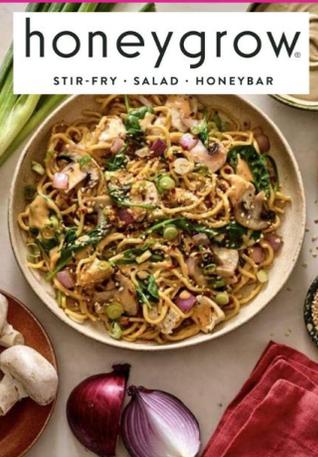


SRIRACHA



Drive Menu Innovation with Bold, On-Trend Flavors

- Works across every menu and mealtime- from breakfast bowls to late-night bites
- Delivers that crave-worthy crispy crunch- only Chili Crisp can bring
- Packs layers of flavor- savory, sweet, spicy, and umami in every squeeze of Sriracha
- Effortless fusion- our East Asian BBQ street sauces double as marinades, stir-fry bases, or bold dipping sauces



HONEY BACON BRUSSEL HASH



CHILI CRISP CHICKEN BURRITO



CHILI CRISP BBQ SAUCE CHICKEN WINGS



CHILI CRISP CHICKEN BOWL



Chili Crisp Demand is Thriving!

+53% Growth in the last year,
making it the #1 fastest-growing
sauce/flavor/spice on menus

(Datassentials, 2025)

	<p>\$ per Oz \$86.40 ÷ 2/64 oz jar \$0.68</p>	<p>\$ per Dish \$0.68 x 1 (oz per portion) \$0.68</p>
	<p>\$ per Oz \$116.95 ÷ 1 (20 lb case) \$0.365</p>	<p>\$ per Dish \$0.365 x 5 (oz per portion) \$1.83</p>
	<p>\$ per Oz \$19.95 ÷ 1 (2 qt jug) \$0.312</p>	<p>\$ per Dish \$0.312 x 0.5 (oz per portion) \$0.16</p>
	<p>\$ per Oz \$92.04 ÷ 1 (5 lb bunch) \$1.15</p>	<p>\$ per Dish \$1.15 x 0.2 (oz per portion) \$0.23</p>
	<p>\$ per Oz \$90.95 ÷ 1 (20 lb bag) \$0.227</p>	<p>\$ per Dish \$0.227 x 1.5 (oz per portion) \$0.43</p>

\$12.95 - **\$3.31** = **\$9.64**
Menu Price Cost per Portion Profit

CHILI CRISP BBQ GLAZED CHICKEN SANDWICH



Booming BBQ Sauce Market

+5.4% Expected CAGR driven by demand for grilled foods and global flavor trends

(Towards FNB, 2025)

	<p>\$ per Oz $\\$86.40 \div 2/74 \text{ oz jugs}$ \$0.58</p>	<p>\$ per Dish $\\$0.58 \times 1 \text{ (oz per portion)}$ \$0.58</p>
	<p>\$ per Oz $\\$116.95 \div 1 \text{ (20 lb case)}$ \$0.365</p>	<p>\$ per Dish $\\$0.365 \times 3 \text{ (oz per portion)}$ \$1.10</p>
	<p>\$ per Ct $\\$85.95 \div 1 \text{ (48 ct bag)}$ \$1.79</p>	<p>\$ per Dish $\\$1.79 \times 1 \text{ (bun per portion)}$ \$1.79</p>
	<p>\$ per Oz $\\$50.95 \div 1 \text{ (512 oz jar)}$ \$0.10</p>	<p>\$ per Dish $\\$0.10 \times 0.5 \text{ (oz per portion)}$ \$0.05</p>
	<p>\$ per Oz $\\$108.95 \div 1 \text{ (12 lb case)}$ \$0.567</p>	<p>\$ per Dish $\\$0.567 \times 1 \text{ (oz per portion)}$ \$0.57</p>

$$\begin{array}{rcl}
 \mathbf{\$12.95} & - & \mathbf{\$4.09} & = & \mathbf{\$8.86} \\
 \text{Menu Price} & & \text{Cost per Portion} & & \text{Profit}
 \end{array}$$

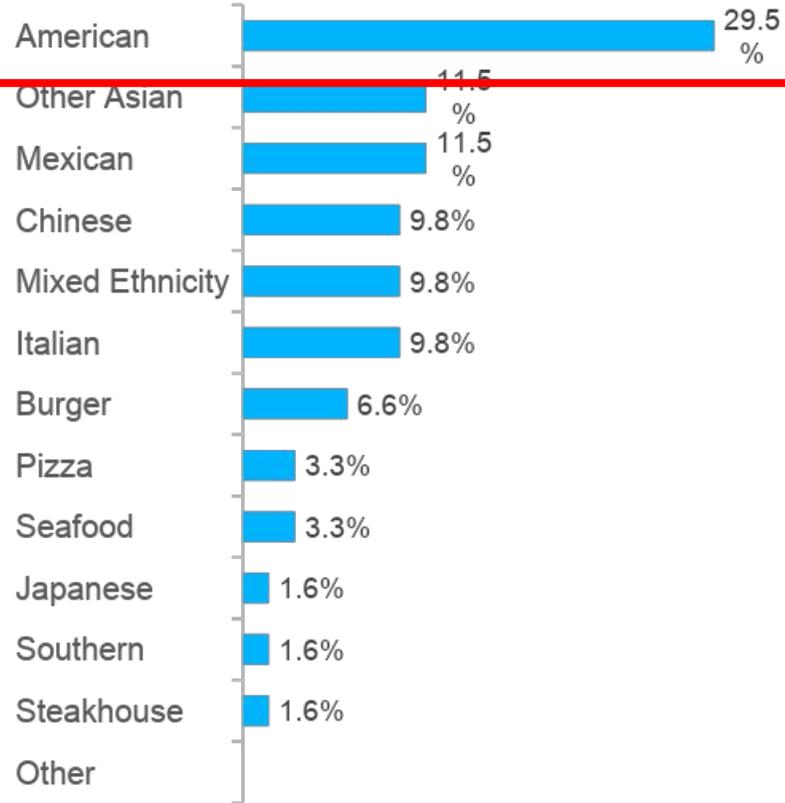


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APPENDIX

FOUND ON MENU TYPES

share of total incidence



ETHNIC MENUS
54.1%

NON ETHNIC MENUS
45.9%

menu versatility score
0

a high MENU VERSATILITY SCORE indicates an item that works well in many different cuisines

APPLICATIONS

share of total incidence

Rice Entree	19.7%
Non-Fried Protein App	8.2%
Non-Fried Veggie App	6.6%
Other App	6.6%
Mexican Entree	6.6%
Condiment/Topping	4.9%
Appetizer Quesadilla	3.3%
Appetizer Dip	3.3%
Bread Appetizer	3.3%
Hot Sandwich	3.3%
Entrée Salad	3.3%
Pasta/Noodles	3.3%
Shellfish Main Entree	3.3%
Other Entree	3.3%
Non-Fried Veggie Side	3.3%
Appetizer Soup/Chili	1.6%
Appetizer Salad	1.6%
Other	14.8%

food versatility score
0

a high FOOD VERSATILITY SCORE indicates an item that works well in many different applications.

PAIRED FLAVORS

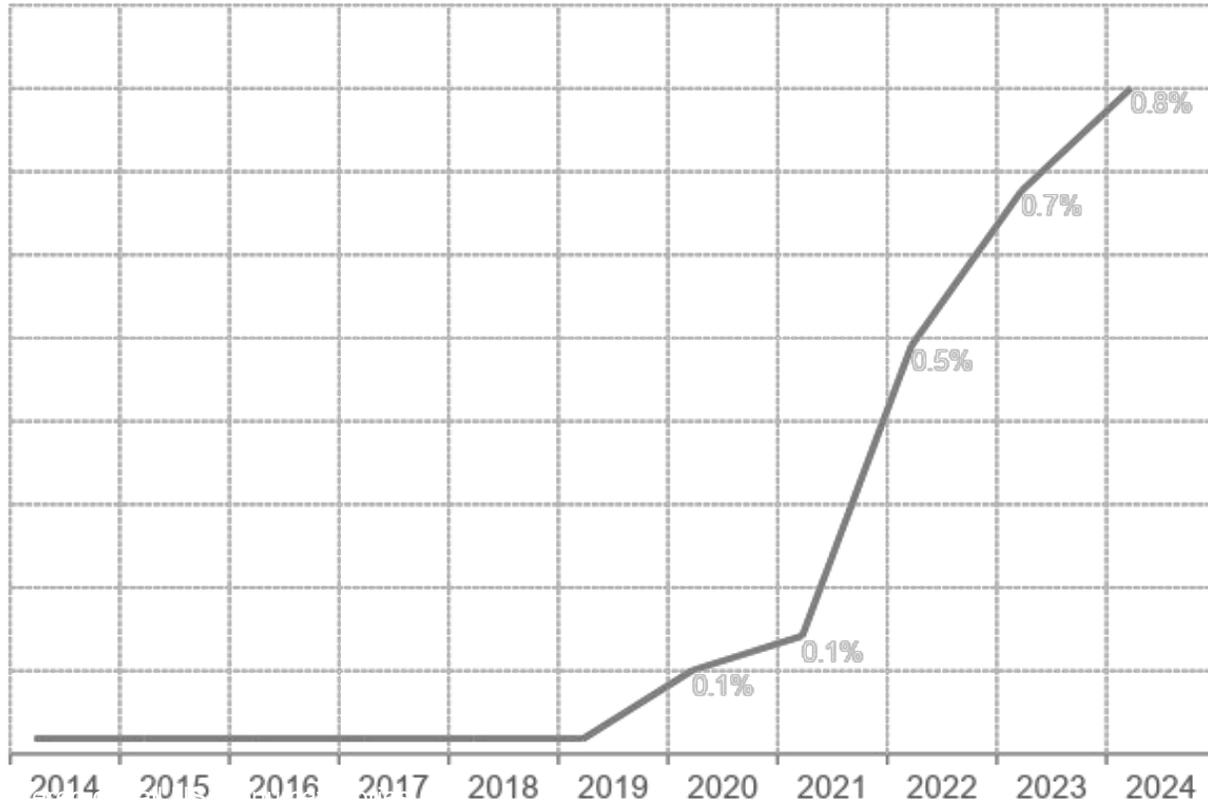
overlap with other items

CHICKEN	21.1%
GARLIC	21.1%
SESAME	21.1%
FRIED	18.4%
OIL	15.8%
PORK	15.8%
RICE	15.8%
BEAN	13.2%
EGG	13.2%
PEPPER	13.2%
ROASTED	13.2%
AIOLI	10.5%
BOWL	10.5%
CRISPS	5.3%

among menu items with CHILI CRISP, % that also contain each of the above; use this to find flavors that go together

HISTORIC MENU PENETRATION

% of US restaurant menus that feature;
current year = annual data for YE Q1 2024



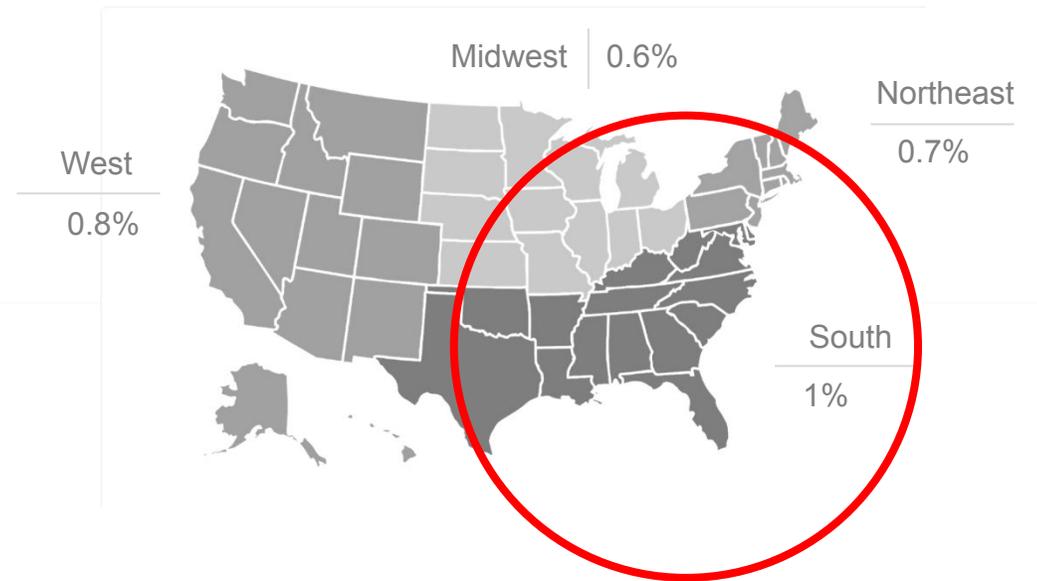
0.8% current menu penetration

past menu growth rate

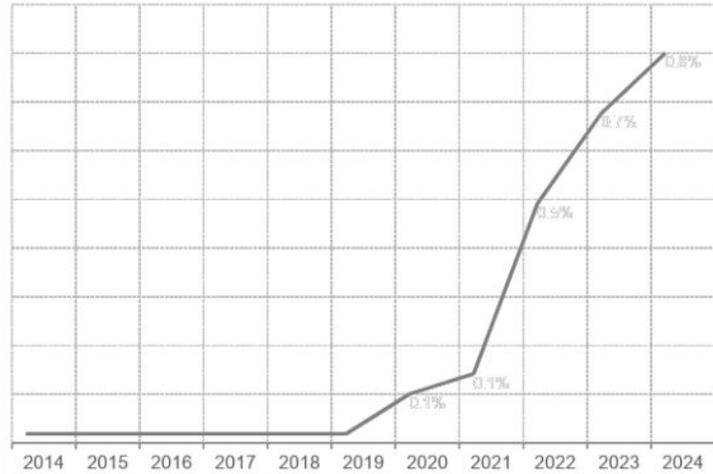
12 MONTHS	4 YEAR	SINCE 2014
+36%	+3700%	0%

BY REGION / LOCATION

% of US restaurant menus in each region

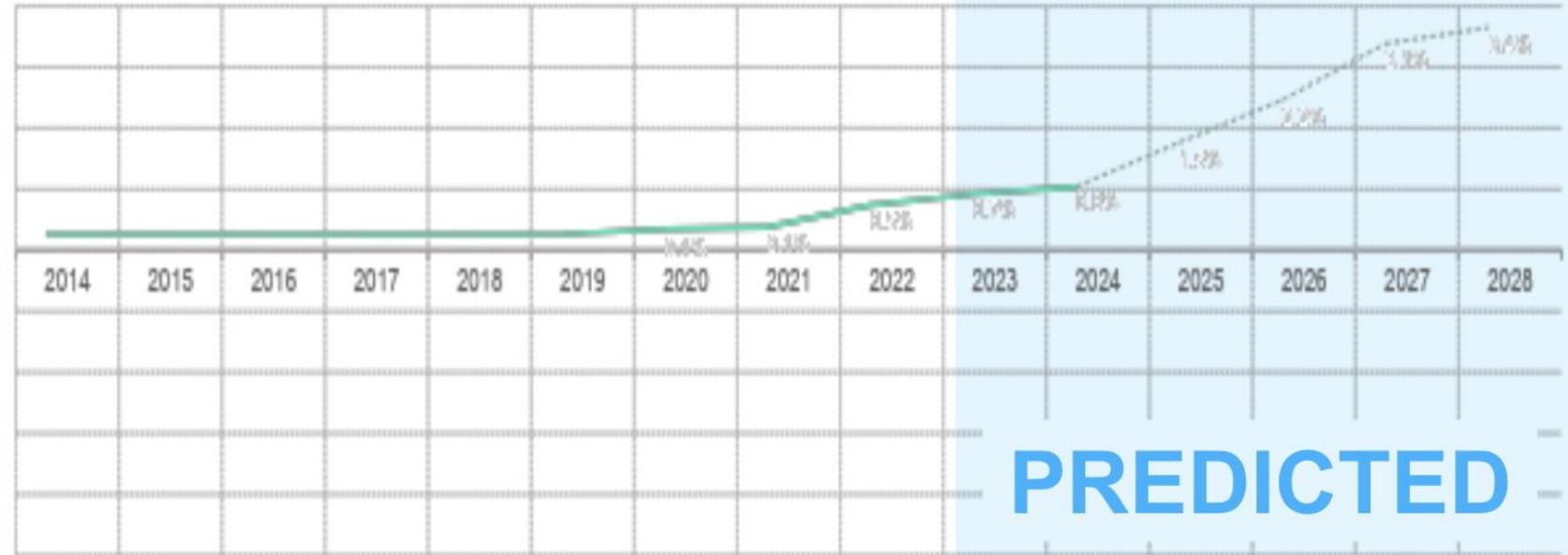


HISTORIC MENU PENETRATION



MENU PENETRATION

% of US restaurant menus that feature;
current year = annual data for year ending Q1 2024



PREDICTED

4-YEAR PROGNOSIS

VERY STRONG

CHILI CRISP ranks in the **100th percentile** for future growth potential.

Its growth is predicted to outperform 100% of all other foods, beverage, and ingredients over the next four years.

Powered by Menucast™
DataSential's AI-based prediction engine

current year = annual data for YE Q1 2024	2024 (current)	2025 (projected)	2028 (projected)
QSR	0.3%	0.4%	0.8%
Fast Casual	0.8%	1.5%	3.0%
Midscale	0.2%	0.4%	0.6%
Casual Dining	1.1%	2.5%	6.6%
Fine Dining	2.4%	2.9%	4.2%
Total	0.8%	1.5%	3.4%

EAST ASIANT (CHINESE, JAPANESE, KOREAN)

- taiwanese fried chicken
- doenjang
- hosta shoots
- beef noodle soup
- wafu pasta
- tteokbokki
- japanese cheesecake
- tanghulu
- japanese pancake
- ginkgo nuts
- salted egg yolk
- youtiao
- karaage
- tamagoyaki
- kewpie
- jianbing
- okonomiyaki
- natto
- onigiri
- milk bread
- xo sauce
- japanese curry
- sha cha
- hand pulled noodle
- gochugaru
- takoyaki
- mapo
- karashi
- furikake
- umeboshi
- buuz
- black garlic
- shrimp paste
- agedashi
- galangal
- togarashi
- shoyu
- shiso
- star anise
- bibimbap

#1 IN GROWTH

- chili crisp
- rice cake
- soop dumpling
- noodle encrusted
- banchan
- cherry blossom
- kabocha
- gua bao
- red bean paste
- taiyaki
- korean corn dog
- hot pot
- bok choy
- ponzu
- seaweed salad
- yakitori
- five spice
- hoisin
- katsu
- udon
- bao
- nori
- gochujang
- daikon
- soba
- yuzu
- shishito pepper
- fish sauce
- plum
- korean fried chicken
- sweet potato

- pea pod
- miso
- bubble tea
- bamboo shoot
- black bean sauce
- mochi
- kimchi
- crab rangoon
- korean bbq
- wasabi
- coconut milk
- edamame
- gyoza
- ramen
- szechuan
- rib
- water chestnut
- bulgogi
- scallion pancake
- matcha

- hot and sour soup
- chow mein
- ginger
- scallion
- sweet and sour
- lime
- sushi
- stir fried
- egg roll
- soy
- teriyaki
- wonton
- kung pao
- garlic
- asian inspired salads
- lo mein
- sesame
- potsticker
- wonton soup
- egg foo young
- satay
- tempura
- panko
- egg drop
- rice bowl
- tofu
- bbq
- cilantro
- fried rice

inception
fine dining, mixology, earliest stage

adoption
trendy restaurants + specialty grocers

proliferation
chain restaurants + mainstream grocery

ubiquity
find it just about anywhere

Chili Crisp: Future of the Space

Finding Innovation Opportunities that Capitalize on Versatility

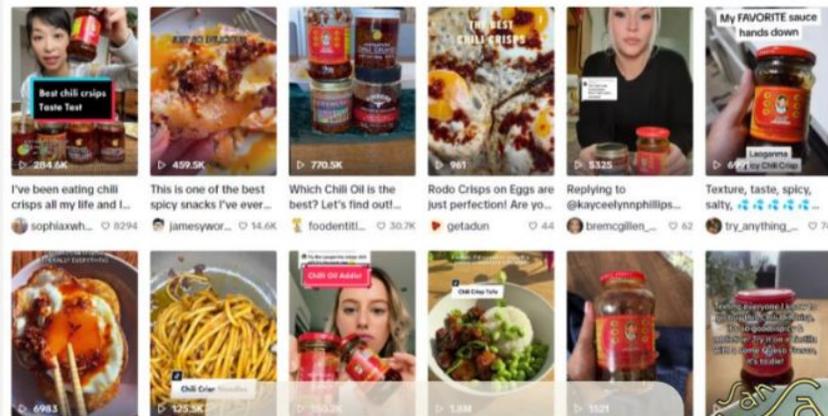
Consumer and Chef Driven Approach to “Put It On Everything”



Tik Tok Presence

+45M Views on Search Bar

Best Chili Crisp ▾



New York restaurant San Sabino offers Steak Magazzino- a steak topped with Anchovy Chili crisp



Capitalizing on Chili Crisp Tailwinds

Other cultures have their own condiments that mirror principles of success as Chili Crisp but use differing bases and sources of crunch



Indian

Tarka Oil by Paro is a ghee-based chili crisp with cumin seed and curry leaf.

Indian products are up **10% across the entire sauce category**



Mexican

Salsa Macha by Somos is a Mexican chili crisp with nuts and seeds and an avocado oil base.

Pumpkin seeds as an ingredient is up **6% across total grocery**





california
PIZZA KITCHEN

64
SPECIALTY
APPEAL



CALIFORNIA PIZZA KITCHEN

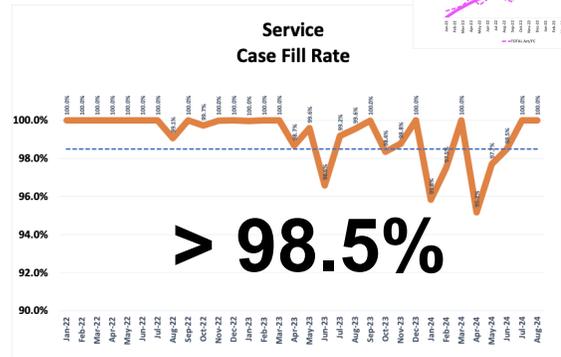
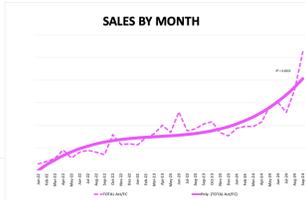
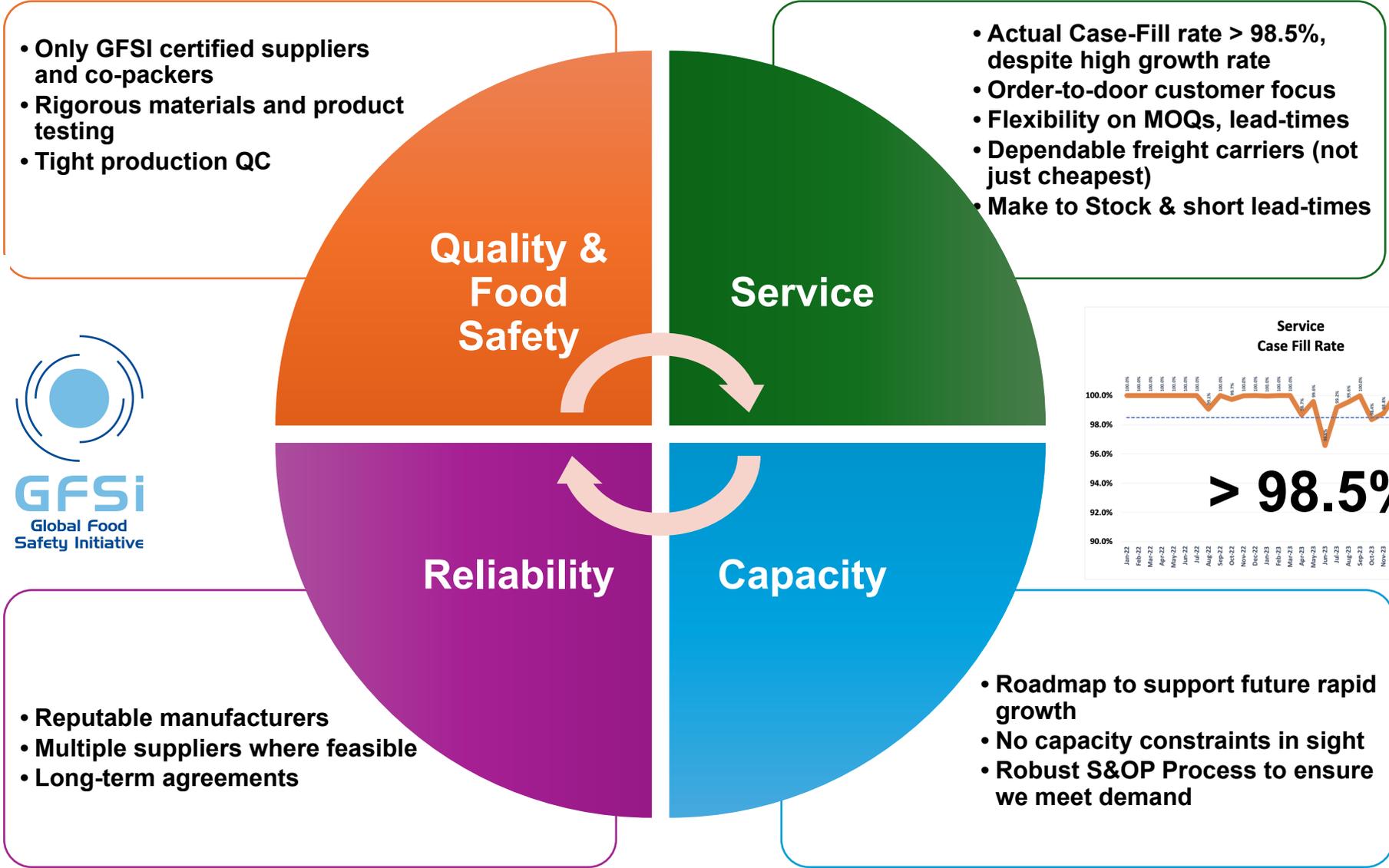
Crispy Chinese Dumpling Salad (\$14.99)

Golden-fried chicken dumplings bring a warm, savory bite to this salad, tossed with shaved Napa and red cabbage, cucumber strips, carrots, scallions, and fresh cilantro. Tossed in our housemade honey-miso dressing with toasted sesame seeds, and topped with a drizzle of Mr. Bing Chili Crisp.



MR BING FOODS SUPPLY CHAIN

WORLD CLASS SUPPLIERS, MANUFACTURERS AND PROCESSES TO SUPPORT OUR CUSTOMERS



CHILI CRISP

MILD OR SPICY, NON-GMO, KOSHER, GLUTEN-FREE, TOP-9 ALLERGEN-FREE, NO MSG



	7 oz. MILD 6/CASE	7 oz. SPICY 6/CASE	32 oz. MILD 4/CASE	32 oz. SPICY 4/CASE	64 oz. MILD 2/CASE	64 oz. SPICY 2/CASE
MPN	10520	15520	10540	15540	10640	15640
DOT	756884	756885	756881	756882	756883	756880
SUPC	7200849	7200846	7200844	7200853	7228726	7228723
UPC	860002359304	860002359342	860007257902	860002359328	850044819041	850044819034
CASE GTIN	30860002359305	00860007257957	00860007257940	00860007257933	10850044819048	10850044819031

SRIRACHA CHILI SAUCE

LEGIT RECIPE USING THAI "SKY POINTING CHILIS"



	9 oz. MILD PET BOTTLE 12/CASE	18 oz. SPICY PET BOTTLE 12/CASE	127 oz. GALLON
MPN	13009	13018	13127
DOT	772732	771129	772726
SUPC	7290420	7290418	7290293
UPC	850044819072	850044819058	850044819089
CASE GTIN	10850044819079	10850044819055	10850044819086

SWEET AND SPICY CHILI CRISP BBQ SAUCE

STICKY WITH A CHILI CRISP BASE, PERFECT FOR BBQ, MARINADE, STIR-FRY, AND AS A DIP



	74 oz. JUG 2/CASE
MPN	26400
DOT	780120
SUPC	7313108
UPC	850044819126
CASE GTIN	10850044819123