

SIR KENSINGTONS

— GOURMET —



SCOOPING KETCHUP

*A guide for*

**PURVEYORS, VENUES**

**& KETCHUP EVANGELISTS**



A SELECTIVE INTRODUCTION FOR ESTABLISHMENTS  
OF KENSINGTON QUALITY



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# THE NEW STANDARD

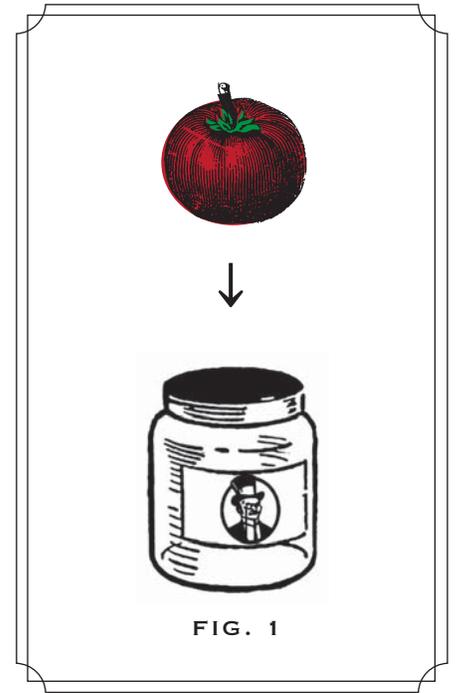
QUALITY OF A BYGONE ERA

A HUMBLE INTRODUCTION



*Flying machines. Horseless carriages. Time travel.*  
Some things were thought to be unachievable.  
Gourmet ketchup may now be crossed off such lists.

*Sir Kensington's Gourmet Scooping Ketchup* represents the new standard of excellence. Produced from a secret recipe requiring years of exhaustive research, his ketchup offers a healthier, more delicious, and more versatile option where mediocrity once reigned. Finally, it is available for your brokering.



## WHO IS SIR KENSINGTON AND WHAT HATH HE WROUGHT?

### OPPORTUNITY

OF THE  
*ARBITRAGEUR*



PRICING DIFFERENTIALS  
*Referencing*  
MESOPOTAMIAN INGREDIENTS  
*Comprising* IONIAN CHUTNEYS  
*and other*  
SPICED SAUCES

S. Kensington

JOURNAL OF GASTRONOMIC FINANCE VOL. XXI

FIG. 2

*Sir Kensington's ground-breaking thesis.*

### BIRTHED INTO NOBILITY

In Great Britain, Sir Kensington attended Oxford University for his undergraduate study. He graduated the top student of England, with degrees in Industrialism, Philanthropy, and Culinary Arts. After a brief appointment in Constantinople advising Her Majesty on global trade and commerce, Sir Kensington returned to Cambridge University to pursue graduate degrees in Colonialism and Exotic Financial Derivatives.

### A GLOBAL SOCIALITE

With the respect he commanded from his later-granted knighthood, coupled with his successful entrepreneurial efforts, Sir Kensington became a globally recognized socialite. He began to host salons of the European literati and global forums in which elder statesmen debated the theory and practice of managing new republics. It is in these forums and social gatherings where Sir Kensington's Gourmet Scooping Ketchup found its first audience.



# BUT WHY KETCHUP

MY GOOD SIR?



FIG. 3  
Catherine the Great

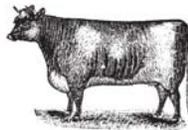
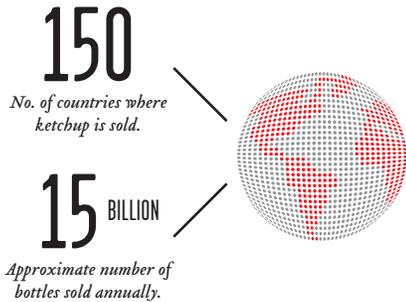


FIG. 4  
Kobe beef

It was during one of Sir Kensington's symposiums for the European literati that the need for a higher quality ketchup first arose. Catherine the Great of Russia requested the sauce to complement the fine Kobe beef brought by the Emperor of Japan. After having his servants search the world over, Sir Kensington found that no such product existed, so he became determined to create his own ketchup worthy of connoisseurship by his distinguished guests.

Sir Kensington spent months locked away in his personal kitchen laboratory, but he finally emerged from his study with a formula for a gourmet ketchup the likes of which the world had never seen. The result was a product of such refinement and distinction that it deserved to be scooped, not poured; spooned, not squeezed. It was a product of such esteemed excellence and class that he bestowed it with the honor of his own namesake: *Sir Kensington's Gourmet Scooping Ketchup*.

## AND THERE'S A MARKET YOU SAY?



EVERY AMERICAN  
consumes an average of 3 bottles of ketchup a year.



Percent of U.S. households that have ketchup in the kitchen.

110 MILLION households use ketchup.



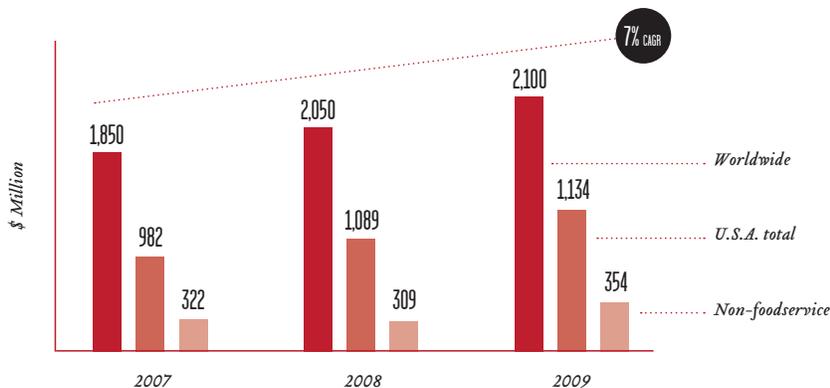
42 OUNCES

Amount of ketchup consumed per person per year

12.6 BILLION OZ.

Amount of ketchup consumed annually.

### KETCHUP MARKET SIZE





# THE DIFFERENCE

**H**ow exactly does the quality of Sir Kensington's Gourmet Scooping Ketchup trump that of what your customers currently know? Well, you may begin by asking, "What is in Heinz, Hunts, and Del Monte?" When Sir Kensington broaches the subject, most are quickly puzzled, imagining that *tomatoes and salt* are the key ingredients. Some wily



characters will suggest *sugar*, and those with a breadth of culinary knowledge will keenly answer with, *vinegar*. All viable answers, but none quite correct. You can imagine the shock that Sir Kensington felt when he realized that the previously premier ketchups did not even contain real sugar, but rather, an unhealthy industrial goo: *high fructose corn syrup*.

SIR KENSINGTON'S CHOICE OF INGREDIENTS WOULD SHAME EVEN THE WORLD'S TOP CHEFS, YET THERE ARE MANY OTHER REASONS WHY HIS GOURMET SCOOPING KETCHUP WILL SOON ENJOY A METEORIC RISE IN FAME AND ADMIRATION:

*It's a far healthier comestible*

		
<b>TOMATO</b>	<i>Vine-Ripened Pear Tomato Puree</i>	<b>HEINZ®</b> <i>Tomato Concentrate</i>
<b>SWEETENER</b>	<i>Agave Nectar, Honey, Raw Brown Sugar</i>	<i>High Fructose Corn Syrup</i>
<b>VINEGAR</b>	<i>Apple Cider Vinegar</i>	<i>White Vinegar</i>
<b>FLAVORING</b>	<i>Coriander, Lime Juice, Allspice, Whole Onions</i>	<i>Salt, Onion Powder</i>
<b>SPICING</b>	<i>Green Onions, Dijon Mustard, Chipotle Peppers, Cilantro, Cayenne Pepper</i>	<i>"Spices"</i>
<b>SECRET INGREDIENTS</b>	<i>Shh!</i>	<i>None</i>

## NUTRITION vs. HEINZ

### CLASSIC

**33%**

Fewer Calories

**55%**

Less Sodium

**75%**

Less Sugar

### SPICED

**EQUAL**

Calories

**55%**

Less Sodium

**50%**

Less Sugar



# THE PRODUCT



Only the finest all-natural ingredients constitute Sir Kensington's Gourmet Scooping Ketchup. In the face of factory-produced, corn syrup-based ketchups, Sir Kensington's hand-crafted sauce embodies ripe roma tomatoes sweetened with all natural sugars and nectars to satisfy the most discriminating of palates.

## CLASSIC

MODELED TO BE A HIGHLY-EVOLVED AND NATURAL VARIANT OF THE KETCHUP TASTE YOU KNOW. THIS IS OUR MAGNUM OPUS OF SAUCE – A CLASSIC REBORN WITH A PERFECT TANGY BALANCE OF SWEET AND SALTY.



## SPICED

INFUSED WITH CHIPOTLE PEPPERS, CILANTRO, LIME JUICE, AGAVE NECTAR, HONEY, AND CORIANDER. SPICY ENOUGH TO ENTERTAIN YOUR TASTE BUDS WITHOUT OVERPOWERING THEM, THIS PACKS A PLEASANT PUNCH.



## Testimonials

“ I was out last night for *dinner*, ordered a burger, and **IMMEDIATELY LAMENTED THE FACT THAT THE RESTAURANT DID NOT HAVE SIR KENSINGTON'S!** ”

“ I didn't realize how hungry I was...until all I had was a pita and your *ketchup*. **DELICIOUS!** ”



# IN LOYAL SERVICE

OF SIR KENSINGTON



*Mark Ramadan*

CHIEF EXECUTIVE OFFICER

—&—  
Cabinet Leader of Agave  
Distillation

**M**ark grew up on the sunny coast of Southern California, where he developed an early love for artisan food. His journey at Brown University took him in many directions, including that of financial education at Goldman Sachs and a degree in Economics and International Relations. Mark's two passions, food and business, finally intersected when he met

Scott and the spark resulted in the creation of Sir Kensington's Gourmet Scooping Ketchup. Mark has spent the last several years furthering his business education as a consultant at the premier strategic consultancy McKinsey & Company in New York, where his work has focused on marketing strategy for consumer companies.

*Scott Morton*

PRINCIPAL

—&—  
Lieutenant of Lycopene

**S**cott moved south to Silicon Valley from San Francisco at a young age and attended high school with Brandon. His culinary life developed from eating his mother's potent Armenian food, to learning how to cook it from his grandfather once he moved to Brown University. As an Economics concentrator there, he met Mark, and the two refined their aesthetic and gastronomic

sensibilities together. Scott has worked to grow media, technology, and socially focused start-ups, and has helped to instruct a Brown course on business planning for new ventures. After working in high frequency trading for Lehman Brothers and Mizuho Securities in Tokyo, Scott has been riding a folding bicycle across the eastern hemisphere on a journey called AsiaWheeling.



# IN LOYAL SERVICE

OF SIR KENSINGTON



*Brandon Child*

PRINCIPAL

Commodore of Umami

**B**randon was born in Palo Alto, CA and grew up in Atherton, where he attended high school with Scott. Brandon has loved ketchup his whole life, favoring it over all the other condiments, and has now become a self proclaimed “connoisseur of ketchup.” While working in business development at SBE Entertainment in Los Angeles, Brandon had

the opportunity to work on SBE’s development of high-end restaurant and hotel businesses. Brandon earned a BS in Business Administration from the University of Southern California and currently holds a position in the Corporate Finance division of Apple.

*Win Bennett*

PRINCIPAL

Archduke of Natural Negotiation

**W**in Bennett was raised in snowy Minneapolis, Minnesota. One of five children, Win’s desire to share the exceptional and bizarre of the culinary universe with friends and family has always intertwined with his love for travel. Win has previously worked with agri-business conglomerate Cargill, helping McDonald’s

global supply chain capitalize on market trends and reduce costs. Win also spent time on Capitol Hill conducting agricultural and energy policy research in the Office of Senator Norm Coleman. After graduating Brown University with a degree in Economics, Win moved to India and is currently working as an analyst of ICICI Venture, India’s largest private equity fund.