

BEYONDBRANDS®

HOW BRAZIL'S #1 HOT SAUCE WENT GLOBAL WITH THEIR PRODUCT & IMPACT THROUGH THE HELP OF BEYONDBRANDS D2C.

BeyondBrands inspires, educates and equips conscious consumer brands to use the voice of their customers to accelerate profit and operational efficiencies.



Case Study

From The Founder

“BeyondBrands came along at a very critical moment in the life of Mendez. We had been selling hot sauce for thirteen years and looking for adjacent markets to expand our business. Working with the BeyondBrands D2C team, we were able to re-brand our product, capture the incredible story of our social impact business model and export our sauce to consumers globally through Amazon Launchpad.

“I’d recommend BeyondBrands to any established business that knows they have a more substantial market opportunity than they are currently taking advantage of.”



Rafael Mendes

The Problem

Growth into adjacent markets

Businesses often hit a plateau in their existing markets as competitors enter and customers churn looking for new products to help them get the same customer job done.

During this phase a variety of barriers can cause a growth plateau;

- Lack of markets which can be entered with minimal changes to existing business model.
- Operational processes that don't scale
- Leadership plateau of founders
- Lack of business management framework
- Lack of analytics to measure performance across the business
- Overspending on non-growth generating activities.
- Market positioning

With the help of BeyondBrands, Mendez was able to move beyond their market in Brazil to explore adjacent globally online markets.

Objective

Acquire 10,000 new HLTV customers through Amazon and demonstrate U.S. market opportunity for growth.



The Solution

Rooted in industry best practice frameworks & processes

Growth Model

BeyondBrands implemented its model to design, update and track business model experiments, revenue build, budget, financials and capital requirements for the Mendez Hot Sauce business.

Objectives & Key Results (OKRs) + MBRs

BeyondBrands worked with the Mendez management team to define the master objectives and key results to deliver the desired growth and impact. Monthly business reviews provide accountability and visibility into performance against the defined OKRs.

Management Framework

BeyondBrands' management framework integrated OKRs, SCRUM, VoC and growth marketing to produce a new strategic and tactical direction for Mendez starting w/ D2C on Amazon.

VoC Analytics

BeyondBrands implemented its managed service to capture and analyze voice of the customer data to determine what customer jobs, pains and gains drive consumers to buy Mendez.



The Solution

Continued...

Product Rebrand

BeyondBrands' designed a new brand and bottle to feature the impact story of Mendez's supply chain powered by family farmers in central Brazil based on VoC analytics.

Brand Product Video

BeyondBrands' media wrote and produced a farm to factory to table storytelling video which brings to life the vibrant story of each bottle of hot sauce.

Brand Product Photography

BeyondBrands' media team captured authentic photography on site at the Mendez farms, factory and founders home in Brazil.

WordPress Marketing Site

BeyondBrands built a custom wordpress marketing site (www.mendezhotsauce.com) to dominate SEO ranking for the mendez brand, hot sauce and impact products online.







The Solution

continued....

Amazon Launchpad

BeyondBrands' relationship with Amazon Launchpad opened the door for Mendez Hot Sauce to join the exclusive program for established brands looking to break into the Amazon marketplace.

Amazon Channel Management

BeyondBrands managed the entire Amazon channel for Mendez, including product configuration, pricing, brand registry, development and maintenance of product details pages & brand store, inventory & shipment (working closely with 3PL provider), customer reviews, customer happiness, promos, deals, and advertising on the platform.

D2C Digital Marketing Management

BeyondBrands designed, executed, measured, and continually optimized the D2C digital marketing campaigns to achieve a positive ROI on customer acquisition. This included PPC/search, display ads on digital, promos, coupons, deals, retargeting, sponsored products on Amazon, and sponsored brands on Amazon.



Amazon Hot New Releases

Our best-selling new and future releases. Updated hourly.

- Any Department
- Grocery & Gourmet Food
 - Sauces, Gravies & Marinades
 - Glazes & Demi-Glazes
 - Gravies
 - Hot Sauce
 - Sauce, Gravy & Marinade Gifts
 - Sauces
 - Seasoning Mixes



New Releases in Sauces, Gravies & Marinades

#1



[Mendez Hot Sauce, Brazil's #1 Gourmet Hot Sauce with a Blend of Native Malagueta Peppers,...](#)
★★★★★ 5
\$9.99 ✓prime

#2



[Taco Bell Mild Sauce - 7.5 oz](#)
★★★★☆ 4
\$1.59 prime pantry

#3



[Huy Fong Chili Garlic Sauce, 8 oz](#)
★★★★☆ 127
\$4.95 ✓prime



Product details

Shipping Weight: 9 ounces (View shipping rates and policies)

ASIN: B07NCBFY84

UPC: 613310939467

Average Customer Review: ★★★★★ 42 customer reviews

Amazon Best Sellers Rank: #2,282 in Grocery & Gourmet Food (See Top 100 in Grocery & Gourmet Food)

#13 in Sauces

#8 in Hot Sauce

#62 in Amazon Launchpad Food

Would you like to **tell us about a lower price?**

Related Video Shorts | Upload your video

Related Video Shorts carousel with 6 video thumbnails:

- Thumbnail 1: Mendez Hot Sauce (1:01)
- Thumbnail 2: Customer Review Post (0:40)
- Thumbnail 3: STAKES ON AVOCADO TOAST (2:45)
- Thumbnail 4: WUUU (1:53)
- Thumbnail 5: Mendez Hot Sauce (0:36)
- Thumbnail 6: Redryuko Ajvar Hot (0:57)



Mendez Hot Sauce

Published by mendezhotsauce [?] · April 24 at 11:23 AM · 🌐

Freshly picked from our farms to your table, Mendez hot sauce is a delicious way to add spice and flavor. Because of our commitment to quality, we ensure that each bottle is Vegan, Gluten-Free, Non-GMO, and has no artificial sweeteners, dyes, or added sugar.



mendezhotsauce



26 likes

mendezhotsauce From the heart of Brazil to your table! We are excited to announce our launch with Amazon to continue to provide decent work for more families in Central Brazil by sharing our hot sauce with families around the world.



geraldocostaesilva @jackarnold you must try it, it's tasty 🔥🔥🔥

2w Reply



mendezhotsauce

SoHo, Manhattan



28 likes

mendezhotsauce #mendezhotsauce makes an appearance at its first #soho loft party in #nyc. #sushi.



skyviewdgt Can't wait to have #mendezhotsauce on #sushi

2w 1 like Reply



dolph_carmichael awesome!

1w Reply

Desired Key Results

(KR1) - Acquire 10,000 new HLTV customers through Amazon.

(KR2) - \$100,000 in year 1 revenue through Amazon to demonstrate growth opportunity in U.S. and North America markets

The Results

Growth

After implementing the BeyondBrands Management Framework Mendez successfully adopted OKRs, SCRUM, Growth Marketing, VOC Analysis & Growth model.

(KR1) After implementing Objectives & Key Results - Mendez has been marching ever closer to their year 1 target of acquiring 10k new HLTV customers through Amazon.

(KR2) After creating a new brand, impact story and getting into Amazon Launchpad - Mendez has a 241% monthly growth rate of bottles sold.

Mendez is now working with BeyondBrands to expand their growth opportunity in the U.S. through food services and retail due to the success of the initial GTM on Amazon.

**Need BeyondBrands' Help?
Get in touch / Schedule a consult**

namaste@beyondbrands.org

www.beyondbrands.org/d2c