

# New Look, Same Heat



**MJS** PACKAGING

## About Our Customer

Joey G's Sauce Company was founded in 2021 with a goal to develop superior tasting sauces. The company makes, bottles, and labels all their own products.

## Challenges

Initially, the company chose to package their sauces in dairy jug HDPE bottles, resulting in issues with product freshness. Joey turned to his business development group for guidance, and they urged him to connect with someone with packaging expertise.

## Solution

After connecting with MJS Packaging, Joey favored moving to PET to avoid breakage and minimize shipping costs and collaborated with our team to test PET bottles. We discovered his labeling process was not going to work with his preferred PET bottle. Our team recommended shifting to a glass bottle and a metal closure with a plastisol liner.

## Results

The glass bottles provided a classic look for their sauces, and the colored shrink bands complement his various labels. The company regularly receives positive feedback on their products and packaging. Joey G's Sauce Co is quickly growing their product offerings, adding two sauces and two marinades to their family of 19 sauces, as well as increasing their total of dry rubs to 10 by the end they year!

*"As a small business, we didn't know the best path for our packaging. We have received fantastic support and service from the team at MJS Packaging, from quick samples and quotes to expert advice."*

*Joey Gugino  
Owner  
Joey G's Sauce Co.*

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