



“Flavor beyond
ordinary”

Dive into the depths of bold,
unmatched flavors that elevate
every dish to a masterpiece.



The Story

Born from Passion and Wanderlust

In 2019, First Batch emerged from a desire to fill a unique niche in the hot sauce market by introducing something exceptional. Inspired by a profound appreciation for global cuisines and the bold flavors of mustard, First Batch was envisioned by a culinary enthusiast who recognized a gap in the market for mustard-based hot sauces. This vision was fueled by the diverse ways meat is enjoyed worldwide, often accompanied by mustard, yet lacking in hot sauce form.

Settling in Indonesia, the founder was inspired by the vibrant local produce and the potential to highlight Indonesian ingredients. Noticing a scarcity of locally made hot sauces that could complement the rich and diverse Indonesian culinary landscape, First Batch was born—not just as a product, but as a celebration of Indonesia’s potential on the world stage of condiments.

A Local Legacy with a Global Twist

Driven by a passion for cooking and the quest for perfect pairings, the selection of locally sourced ingredients was meticulous, creating a line of sauces that not only spice up the table but also tell a story of cultural fusion and culinary innovation. First Batch is more than just a hot sauce; it’s a bridge between global palates and Indonesian craftsmanship, making every meal an exploration of flavor.



Brand Distinctions

Distinctively Crafted for Unmatched Quality

First Batch hot sauces stand out with their unique mustard base—offering a tangy depth to every dish. Committed to natural quality, our sauces are free from preservatives and artificial colors, ensuring pure, bold flavors in every drop.

Key Features:

- **Mustard-Based:**

Delivers a robust flavor that enhances dishes without overpowering and brings out the umami sensation.

- **Pure & Natural:**

No preservatives or artificial coloring for a clean, fresh taste.

- **Halal & Vegan Friendly:**

Caters to diverse audience so everyone can enjoy the bold flavors regardless of dietary restrictions.

- **Locally Sourced:**

Ingredients primarily sourced in Indonesia, supporting local farmers and showcasing Indonesian craftsmanship.

- **Versatile:**

Perfect for a wide range of dishes, from grilled meats to vegan meals.



Our Flavorful Lineup

Perfect Pairings for Every Plate



ORIGINAL PERI-PERI

Best Pairing: Ideal with steaks, pizza and pasta, this sauce adds a bold, tangy kick that enhances the rich flavors of red meat and Italian dishes.



WASABI

Best Pairing: This sauce brings a zesty twist to grilled prawns and squids, offering a sharp yet refreshing heat.



SMOKED HICKORY

Best Pairing: A match made in heaven for grilled and fried chicken. It imparts a smoky depth that turns simple dishes into smoky delights.



COFFEE

Best Pairing: Uniquely suited for steak and hearty side dishes, this sauce combines the robust flavor of coffee with a mild heat, perfect for enhancing complex flavors.

Connect with Us

Join Our Flavor Revolution

At First Batch, we believe in the power of partnerships to spread our passion for unparalleled flavors and exceptional quality. We invite you to join us in this journey to bring the vibrant taste of First Batch to tables around the world.

Partner with Us:

- **Opportunities:** We're looking for partners who share our vision of delivering high-quality, flavorful experiences. Whether you're interested in retail distribution, featuring our sauces in your restaurant, or collaborating on unique culinary projects, there's a place for you in our network.
- **Benefits:** Partners enjoy direct support, promotional assistance, and the chance to be part of a growing international brand recognized for its commitment to quality and innovation.

Contact Information:

- **Instagram:** Follow us and reach out via [@firstbatch.id](https://www.instagram.com/firstbatch.id)
- **Website:** Learn more about our products and company at www.firstbatch.id
- **Email:** For partnership inquiries and more information, contact us at info@firstbatch.id

We sincerely appreciate your time and Interest in First Batch. Contact us today and let's create a flavor-filled success journey together.

