

Saucy Sows

Bellefontaine, Ohio – For years, sweet pepper mustard was a staple in the Scherer home. In 2011, Scott Scherer decided to share the mustard sauce with a few friends. They loved it and interest grew quickly. In January 2012, Scott launched his company called Saucy Sows and began promoting the sale of his mustard sauce to a broader audience.

When Scott began producing his product, he located a kitchen coop that had a bottling line feature. Scott can now produce 4,000 bottles of his product in a day. Scott, his son, Stealth, and his daughter, Blazie, along with other family and friends meet every couple of months to prepare and bottle his delicious concoction.

You will find Saucy Sows products in twelve states at 150 locations. Scott has three distributors offering his products. Distributors include HG Distributing. HG Distributing distributes sauces and spices as well as Holland grills and domes. Through due-diligence, Scott's Saucy Sows business is growing bigger and bigger by the day!



Scott Scherer, Owner Saucy Sows

In 2012, Scott entered the Northeast Ohio Annual Wingfest Competition held in Wapak, Ohio and won First Place honor for their wings seasoned with Saucy Sow products.

Scott stated, “One of my biggest challenges is being a small company and trying to do everything on my own. But I have met a lot of great people and many other Ohio Proud partners that went above and beyond to help us.”



Kelly O'Bryant, Director of OSU South Centers International Trade Assistance Center is helping Scott get into international markets in Mexico and Canada. Scott says, “Kelly has been very helpful reaching out to international markets. Her assistance is a free service offered to small business owners. When we get farther along in the international trade process, Kelly will help me with adjusting our website to accommodate different languages.” He continues, “One thing about Kelly is that she is available 24/7. I have her office number and her cell number. Whenever I need something, I can always reach her and she gets back to me very quickly.”

Scott mentioned future plans for Saucy Sows will include adding more products. He has already added batter mixes and rubs and will be adding horseradish and barbeque sauce in the near future. He continues his efforts to get into more locations and get more distributors promoting his products.

Scott sets up at farmers' markets and grocery stores to showcase tasting demos to expose customers to our product line. You can generally find him at the Bellefontaine Farmers' Market. You can track his location and product progress on Facebook, just search for Saucy Sows. There is also a list of current products on his website at <http://saucysows.com>.

For more information regarding free confidential business counseling from The Ohio State University South Centers Small Business Development Center or International Trade Assistance Center, contact Joy Bauman at 740-289-2071 Ext. 111 or e-mail bauman.67@osu.edu.