

From Sauce Bottles to Sci-Fi, SOSS Bros Expands Into Gaming With Two Robots: Unleashed

Miami sauce brand brings its bottle into the sci-fi universe of Two Robots: Unleashed while expanding its collegiate footprint.

MIAMI, FL, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- [SOSS Bros](#) is taking its bottle beyond the dinner table and into the gaming world, specifically the sci-fi universe of [Two Robots: Unleashed](#).

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Hesham Hafez, Founder & CEO of SOSS Bros

Miami-based SOSS Bros is collaborating with Two Robots Studios, developer of the competitive sci-fi game Two Robots: Unleashed, to create Spicy Soyami, a co-branded sauce bottle featuring SOSS Bros' Spicy Creamy Soy that will also appear inside the fictional world of Rennova.

The collaboration marks SOSS Bros' first move into gaming and comes as the company expands its collegiate footprint with Virginia Tech, Virginia Commonwealth University,

Florida State University and Florida International University, building on existing relationships with James Madison University, George Mason University and the University of Maryland.

“Everybody expects a sauce company to compete for shelf space. Nobody expects the bottle to leave Earth,” said Hesham Hafez, founder and CEO of SOSS Bros. “That's exactly the point. We want SOSS showing up in places people don't expect.”

“As gaming continues to grow, I think advertising and brand engagement will have to evolve with it,” Hafez added. “The brands that figure out how to become part of those environments, rather than simply advertise around them, will have a very different relationship with consumers.”

The collaboration extends SOSS Bros' licensing and partnership activity beyond food and college sports into gaming. Through its [SOSS University](#) program, the company has developed officially licensed university sauces associated with schools across Florida, Virginia and Maryland.

Now, the bottle is heading somewhere entirely different.

Spicy Soyami is the physical product resulting from the SOSS Bros and Two Robots Studios collaboration. The co-branded bottle features SOSS Bros' Spicy Creamy Soy, which launched earlier this year.

The same bottle concept will become part of Rennova, the fictional universe of Two Robots: Unleashed, connecting the physical collaboration with the game's digital setting.

Two Robots Studios is developing Two Robots: Unleashed, a competitive 1v1 sci-fi card battler set in the world of Rennova. The game combines strategic gameplay, deckbuilding and territorial competition and is being developed with ongoing player testing and community participation.

"Gaming and food have always gone together," said Hafez. "Whether it's friends getting together for a game night, a tournament or just hanging out, food is part of the experience. We saw an opportunity to bring SOSS into that experience in a way that felt natural and fun."

For SOSS Bros, the collaboration is an experiment in how a consumer product can exist within a fictional gaming environment rather than appearing solely through conventional advertising.

"If somebody sees a SOSS bottle inside a game and asks, 'Why is that there?' we've accomplished something most advertisements never do," said Hafez. "We made them curious."

The gaming collaboration follows the company's continued expansion of SOSS University and its university licensing relationships.

But for SOSS, the technology is not the story.

The bottle is.

One day it is at a college tailgate. The next, it is entering a sci-fi world.

Additional information about SOSS Bros, SOSS University and the collaboration is available at SOSSBros.com.



SOSS Bros introduces Spicy Soyami, a hot soy sauce created in collaboration with Two Robots.

About SOSS Bros

SOSS Bros is a U.S.-based condiment company with an expanding portfolio of university licensing and brand collaborations. Through its SOSS University program, the company develops officially licensed university sauces associated with participating schools.

About Two Robots Studios

Two Robots Studios is an independent gaming company developing Two Robots: Unleashed, a competitive sci-fi card battler focused on strategy, skill and community. The game is set in the fictional world of Rennova and is being developed through ongoing player engagement and testing.

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