



FOR IMMEDIATE RELEASE

MegaMex Foods Launches HERDEZ® Guacamole Salsa for Foodservice Operators

#1 best-selling salsa brand¹ makes new Guacamole Salsa available in 32 oz. wide-mouth plastic jugs.

ORANGE, Calif., —

As restaurant chefs and operators look for ways to simplify kitchen labor and expand flavor options, MegaMex Foods announces a new product offering - HERDEZ® Guacamole Salsa. A new, labor-saving salsa that brings authentic Mexican flavors to any menu. Due to the request from foodservice operators, this item is now available in a convenient, ready-to-use 32 oz. plastic jug.

It's perfect for Millennials and Gen Z diners that are craving more adventurous and global flavors. In fact, according to Technomic, 44% of consumers aged 18-34 are more likely to order a dish if it comes with a unique sauce.²

The flavor of HERDEZ® Guacamole Salsa combines the smooth, rich taste of real avocados with all the classic ingredients of an authentic salsa verde - tomatillos, onions, jalapeño peppers and cilantro with just the right amount of heat. It comes in two heat levels – Mild and Medium – and can shine as a stand-alone salsa or an ingredient within an application.

Its thick and creamy consistency is ideal for both hot and cold applications. The product does not require refrigeration until it is opened.

To request a sample or learn more about the Guacamole Salsa, visit <https://www.megamexfoodservice.com/products/?brand-name=herdez&category=salsa-sauces&type=guacamole-salsa> online.

ABOUT MEGAMEX FOODS, LLC.

MegaMex Foods, one of the fastest growing Mexican food companies in the US, reimagining Mexican flavor in restaurants across the country. MegaMex Foods is committed to authentic ingredients and providing a real solution for achieving true Mexican flavors with trusted brands such as WHOLLY®, LA VICTORIA®, HERDEZ®, EMBASA® and DON MIGUEL®. Founded by Herdez del Fuerte and Hormel Foods, MegaMex Foods is headquartered in Orange, California, with facilities in Texas and Mexico. MegaMex Foods has two operating plants, numerous manufacturing partners and over 4,000 employees. For more information, visit www.megamexfoods.com and www.mmxfoodservice.com

ABOUT THE HERDEZ® BRAND The HERDEZ® brand allows consumers to experience the real flavor and culture of Mexico at home with authentic salsas and cooking sauce. The HERDEZ® brand is the No. 1 selling brand in Mexico and the leading authentic Mexican salsa brand in homes across the US. Best known for products such as HERDEZ® Salsa Verde, Salsa Casera



and the original Guacamole Salsa, the HERDEZ® brand is founded on authenticity in flavor and quality you can trust. Innovation authentic flavor experiences is at the fore front of their success. The HERDEZ® brand is part of MegaMex Foods, one of the fastest growing Mexican food companies in the US focused on reimagining Mexican flavor. For more information and recipe ideas, visit www.herdeztraditions.com or follow the HERDEZ® brand on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#).



Mexican-Style Tempura with Guacamole Salsa Dipping Sauce



Mexican Pizza with Guacamole Salsa Sauce, Chorizo & Pickled Red Onions



Tortilla Crusted Chicken Tenders with Guacamole Salsa Dipping Sauce

¹IRI L52wks ending 9/4/22 – TTL US MULO

²Technomic 2022

