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New HERDEZ® Chunky Salsa Delivers Authentic Mexican Taste Experience

Thick and savory salsa, available in hot, medium and mild, pairs perfectly with tortilla chips for any snacking occasion.

ORANGE, Calif., (Sept. 19, 2024) — The HERDEZ® brand, the No. 1 salsa brand in Mexico and the leading authentic Mexican salsa in homes throughout the United States, proudly announces a flavorful new thick and chunky salsa that offers consumers an authentic taste experience, specifically for dipping.

Available in three heat levels – mild, medium and hot – the new HERDEZ® Chunky Salsa is made with only the freshest ingredients including tomatoes, green chile peppers, and onions. With its thick, chunky consistency, this salsa is designed to stay on the chip, ensuring a satisfying dip every time. Plus, the salsa’s wide-mouth jar makes it easy to dip a chip right from the container.

“Our new HERDEZ® Chunky Salsa is a delicious offering with an authentic flavor profile like no other,” said Diana Deloza, Director of Retail Marketing at MegaMex Foods. “Our research shows that consumers, especially younger adults, are seeking authentic brands and flavors. With three heat levels, consumers can select the one that is perfect for them.”

Consumers can now find the new HERDEZ® Chunky Salsa at select retailers, such as Meijer. Products will continue to roll-out to additional stores, reaching nationwide distribution in 2025. To learn more about the HERDEZ® brand, including nutritional information and recipe ideas, visit www.herdeztraditions.com or follow the HERDEZ® brand on [Facebook](#), [Instagram](#) and [Pinterest](#).

ABOUT THE HERDEZ® BRAND

The HERDEZ® brand allows consumers to experience the real flavor and culture of Mexico at home with authentic salsas and sauces. The HERDEZ® brand is the No. 1 selling salsa 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. Innovative authentic flavor experiences is at the forefront 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 and follow the HERDEZ® brand on [Facebook](#), [Instagram](#), and [Pinterest](#).

ABOUT MEGAMEX FOODS

MegaMex Foods, one of the fastest growing Mexican food companies in the US, is focused on reimagining Mexican flavor in restaurants and home kitchens across the country. MegaMex Foods is proudly committed to authentic ingredients and providing a real solution for achieving

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true Mexican flavors with trusted products including WHOLLY[®], HERDEZ[®], DON MIGUEL[®], CHI-CHI'S[®], LA VICTORIA[®], DONA MARÍA[®], EMBASA[®], DEL FUERTE[®], and BÚFALO[®] brands. 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

