

# The Makers of The HERDEZ® Brand Commission Art Work Through Unique Day of the Dead Custom Page Coloring Contest

\$3,000 to Be Awarded to One Lucky Grand Prize Winner

ORANGE, Calif., Oct. 5, 2016 -- For five consecutive years, the makers of the HERDEZ® Brand, the No. 1 salsa brand in Mexico, have celebrated the Day of the Dead, a culturally rich and historic holidays that resonates among many societies alike. This year the HERDEZ® Brand celebrates the Day of the Dead by encouraging participants to create their own works of art around the holiday through the "*Día de los Muertos* Celebration Through Art" Contest. One lucky grand prize winner will be selected to receive \$3,000 cash while 100 honorable mention winners will receive a custom sugar skull t-shirt. The artistry of Day of the Dead has long been seen in intricate sugar skull designs, intimate altar arrangements and on the very skull and crossbones stamped on the traditional *Pan de Muertos*.

"Food and art go hand-in-hand in Mexican culture," said Gilberto Gutierrez, senior brand manager for HERDEZ® brand at MegaMex Foods. "We're sure this contest will continue that tradition and invite enthusiasts to celebrate *Día de los Muertos* through art!"

To enter the "*Día de los Muertos* Celebration Through Art" Contest participants can download any one or all of four unique Day of the Dead custom page coloring contest designs available exclusively on [www.HerdezTraditions.com/DayofTheDead](http://www.HerdezTraditions.com/DayofTheDead).

Once downloaded, participants can customize their coloring sheet, submit their entry via [www.herdeztraditions.com](http://www.herdeztraditions.com) and share on their Instagram and Facebook accounts- enticing their followers to vote for them. The entry with the most votes received will secure the \$3,000 grand prize. Additionally, 100 honorable mention winners will receive a custom sugar skull t-shirt. The contest will run from October 4, 2016 through November 4, 2016.

For more information on the HERDEZ® Brand "*Día de los Muertos* Celebration Through Art" Contest visit, [www.HerdezTraditions.com/DayOfTheDead](http://www.HerdezTraditions.com/DayOfTheDead).

Follow HERDEZ® Brand via social media on Instagram and Facebook [@HERDEZTraditions](https://www.facebook.com/HERDEZTraditions) and on Twitter [@HERDEZBrand](https://twitter.com/HERDEZBrand).

#### **About the HERDEZ® Brand**

HERDEZ® salsa is made the authentic way, using fresh ingredients like tomatoes, onions, chile peppers and cilantro. Today, HERDEZ® Salsa is the No.1 selling salsa brand in Mexico and a growing staple in homes in the United States. HERDEZ® authentic Mexican products are available nationwide at major grocery stores. Visit [www.herdeztraditions.com](http://www.herdeztraditions.com) for more information. HERDEZ® Brand is a division of MegMex Foods, LLC. Founded in 2009 in Southern California, MegaMex Foods, LLC is a joint venture of two giants in the food industry-Hormel Foods and HERDEZ del Fuerte, S.A. de C.V. MegaMex Foods, LLC, prides itself on a keen expertise of marketing, sales and chain supply management making them an excellent partner for retail and foodservice companies.