

# LA VICTORIA® Brand Celebrates 100 Years of Exciting Flavors and Simple Ingredients

The Makers of the First Jarred Salsa in the U.S. to Host Series of Dinner Parties to Honor Century-Long Legacy

ORANGE, Calif., April 18, 2017 /PRNewswire/ -- This year, the makers of the LA VICTORIA® brand, known for its authentic, flavorful salsas, taco sauces, enchilada sauces and chiles, are celebrating a delicious culinary tradition: the 100th anniversary of salsa as we know it in America. As the pioneer of jarred salsa in the U.S., the makers of the LA VICTORIA® brand have kept the Mexican tradition alive and well in the hearts and bellies of today's consumers for a century while using field-to-jar tomatoes in its salsas.

"This year, we proudly celebrate 100 years of providing authentic Mexican salsas and sauces in the U.S., and inspiring people with distinctive flavors that allow them to snack well and make delicious meals at home," comments LA VICTORIA® Brand Manager Sebastian Friedman.

Known for its exciting flavor innovations that complement the modern, West Coast lifestyle, the LA VICTORIA® brand has been a household name in the western United States for 100 years. The LA VICTORIA® brand was founded in 1917 by the La Baca family, who emigrated from Mexico to Los Angeles with the mouth-watering recipe for the now famous SALSA BRAVA® jarred salsa that gave them their start in America. The La Bacas created and marketed SALSA BRAVA® products as the first jarred Mexican sauces in the U.S. because they wanted to share their family tradition and taste of home with their newfound neighbors in California. The LA VICTORIA® brand was eventually sold to Henry Tanklage, who, along with his son Bob and grandson Jon, kept the salsa-making tradition alive, while operating the company for decades.

With historical roots dating back as far as the ancient Aztecs, salsa has evolved to become one of America's favorite condiments. In 2013, salsa famously overtook ketchup as the No. 1 condiment<sup>1</sup>, and today people spend more on salsa than they do on ketchup<sup>2</sup>.

The LA VICTORIA® brand will commemorate its 100th anniversary by hosting modern West Coast-inspired dinner parties in four cities. Utilizing historic locations in key coastal markets – San Diego, Los Angeles, San Francisco and Portland – as the event backdrop, the makers of the LA VICTORIA® brand will invite 100 fans and VIPs to experience a cultural celebration featuring art, music and dishes made with LA VICTORIA® products. To pay homage to its Mexican heritage and the modern West Coast lifestyle, the makers of the LA VICTORIA® brand will partner with local chefs, artists and musicians to help bring the celebration to life in each city.

"Our communal dinner parties celebrate everything that modern-day Mexican has to offer, from freshly-picked, simple ingredients in the meals to interesting local art and music," adds Friedman. "Additionally, we're proud to give back to the local communities that have been a big part of our history by awarding talented artists in each city the chance to win a grand prize and other exciting gifts."

In support of the local arts community in each market, the makers of the LA VICTORIA® brand will host an art contest offering a chance to win a \$7,500 grand prize, as well as additional monetary gifts and salsa prize packages. Five finalists in each market will be selected to create one additional work featuring

the LA VICTORIA® brand that illustrates what the "Modern West Coast Lifestyle" means to them. The grand prize winner will be selected among the five finalists at the celebration dinner. The multi-city tour will spotlight LA VICTORIA® products as authentic additions to any modern Mexican meal.

For more information about the centennial celebration and/or LA VICTORIA® foods, please visit [www.lavictoria.com/100years](http://www.lavictoria.com/100years) or contact the brand at [LaVictoria@havasformula.com](mailto:LaVictoria@havasformula.com).

### **ABOUT LA VICTORIA® BRAND**

Established in 1917 on the West Coast of California, LA VICTORIA® Brand was the first to make jarred salsa and is an original maker of Mexican sauces. LA VICTORIA® brand products include salsa, taco sauce, enchilada sauce, chiles, peppers and fruit-flavored salsas. The line is known for its bold, robust flavors and is easily identifiable in the grocery aisle by its iconic jars. The LA VICTORIA® brand operates under MegaMex Foods LLC, a maker of a comprehensive portfolio of products that resonate with Mexican-American and mainstream consumers of Mexican foods. For more information about the LA VICTORIA® brand visit [www.lavictoria.com](http://www.lavictoria.com) or follow LA VICTORIA® brand on Facebook, Instagram and Twitter @LaVictoriaBrand.