



**Media Contact:**

Shelby Hudak  
Havas Formula  
(619) 234-0345

[whollyguacamolepr@havasformula.com](mailto:whollyguacamolepr@havasformula.com)

**FOR IMMEDIATE RELEASE**

**The WHOLLY GUACAMOLE® Brand Introduces First-Ever Guacamole Lounge**  
*America's #1 Refrigerated Guacamole's "The Guac Stop" Inspires People to Live Wholly*

**ORANGE, Calif. (June 1, 2017)**—The makers of the [WHOLLY GUACAMOLE®](http://www.whollyguacamole.com) brand today announced the nation's first-ever guacamole-themed lounge, officially known as The Guac Stop. With 79 percent of U.S. households purchasing guacamole according to MegaMex Internal Research, The Guac Stop will make avo-loving dreams come true, spreading guacamole love and the brand's Live Wholly mentality in key cities in the U.S. from June through August. The cities slated for the national tour include Chicago (June 14-18), Atlanta (June 27-July 2), Philadelphia (July 12-16), Los Angeles (July 27-31) and Seattle (August 9-13).

"*The Guac Stop* is designed to give guacamole lovers, brand fans and anyone looking for fun an opportunity to sample WHOLLY GUACAMOLE® foods as well as experience what it means to Live Wholly," said Terrill W. Bacon, senior brand manager of MegaMex Foods. "Sometimes we all need to slow down and appreciate life's special moments, and enjoying guacamole and chips with friends is a great way to do it!"

To showcase the versatility of WHOLLY GUACAMOLE® foods, *The Guac Stop* will feature a customizable guacamole bar, offering a diverse array of locally-inspired ingredients/toppings to create a custom guac offering per city. Visitors will have the chance to sample a variety of WHOLLY GUACAMOLE® offerings, including newer product innovations, like the Layered Dips, and enjoy a hands-on experience that celebrates real food made with simple ingredients.

While guacamole is the main attraction, it's certainly not the only thing on the menu. In addition to customizing personal guac creations, people will be invited to participate in a series of ongoing "happenings" ranging from iPhone photo workshops to fitness classes that will be led by local experts. Daily "happenings" will spotlight five key WHOLLY GUACAMOLE® brand values of Well Being, Connections, Real Food, Personal Style and Feeling Good.

All events (including the guacamole tastings) are free and open to the public, but space is limited, according to Bacon.

"And no, guacamole doesn't cost extra at *The Guac Stop*," he adds. "We just want to share the goodness."

To learn more about WHOLLY GUACAMOLE® products and what it means to Live Wholly, be sure to check out *The Guac Stop* nearest you or visit [www.eatwholly.com/guac-stop](http://www.eatwholly.com/guac-stop).

**About the WHOLLY GUACAMOLE® Brand**

The WHOLLY GUACAMOLE® Brand is a brand of MegaMex Foods, one of the largest manufacturers of pre-prepared Mexican food across the country. A global leader in food safety, quality and innovation, the WHOLLY GUACAMOLE® Brand uses High Pressure Processing (HPP) to create *Wholly*® products. In addition, each product is made with hand-scooped Hass avocados and is gluten free and kosher certified. All WHOLLY GUACAMOLE® products are available nationwide in the produce or deli section of grocery stores. For more information, visit [www.eatwholly.com/guac-stop](http://www.eatwholly.com/guac-stop).

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