



Media Contact:

Shelby Hudak
Havas Formula
(619) 234-0345

megamexsalsas@havasformula.com

FOR IMMEDIATE RELEASE

The Makers of the LA VICTORIA® Brand Share Four Delicious Ways to Elevate Flavor at Home with Basic Pantry Staples

Leading Pioneer of Jarred Salsas Offers Recipes to Enhance Home-Cooked Meals with Unique Flavor Fusions

ORANGE, Calif. (June 17, 2020)—While lockdowns are easing and some restaurants are re-opening, most of America is still social distancing and continuing to spend more time around the house. Home cooks are busier than ever, testing new recipes and perfecting tried-and-true family favorites. With people continually searching for ideas on what to make next, the makers of the [LA VICTORIA® brand](#) – the leading pioneer of jarred salsas, taco sauces and enchilada sauces that has consistently reinvented flavor experiences for over 100 years – is sharing a few unique flavor combinations using some of the most common pantry staples.

“Now is such a great time to get creative in the kitchen and use all of the things in the pantry that you’ve been stocking up on,” said Tanya Sexton, brand manager for the LA VICTORIA® brand. “For example, many people think they have to eat salsa with chips, but there are so many unique recipes and creative ways to use this beloved condiment for added flavor to your meals to make them more exciting. In fact, enchilada sauce is not just for enchiladas—though they always make for a delicious dinner—so get to experimenting! [Enchilada Burgers](#), anyone??”

LA VICTORIA® salsas, sauces, chiles and peppers are versatile pantry staples that offer Mexican flavor to any meal while allowing users to showcase their creativity. Here are a few ways to utilize these go-to ingredients for your stay-at-home arsenal:

1. **Roll up the perfect appetizer or weeknight dinner staple**—Small but loaded with flavor, these rolled [Chicken Salsa Jalapeño Taquitos](#) can be prepared in less than 30 minutes and are made with shredded chicken, melted cheese, and LA VICTORIA® Salsa Jalapeña for added flavor and heat. Simply roll up the ingredients, throw them in

the oven, and you're all set! Making easy and flavorful dishes at home couldn't be easier.

2. **Add an extra kick of flavor to your family favorites**—Elevate your next batch of onion rings by adding a few dashes of LA VICTORIA® Taco Sauce to the batter just like in this recipe for [Mexican Spiced Onion Rings](#). Serve with a side of LA VICTORIA® Taco Sauce to really bring on the heat.
3. **DIY your own sauces**—Create your own unique sauce with pantry items you already have on hand. Try out this [Buffalo Sauce recipe](#) using LA VICTORIA® SALSA BRAVA® and a handful of everyday spices for the perfect accompaniment to chicken, roasted veggies and more. These effortless [Buffalo Chicken Wings](#) are a perfect addition to the next family game night.
4. **Give everyday comfort foods a flavor twist**—Take traditional macaroni and cheese to the next level with creative ingredients like salsa. This flavor-packed recipe for [Mac & Cheese Bites](#) beats the typical boxed mac and cheese any day, made with LA VICTORIA® Thick & Chunky Salsa for added spice.

LA VICTORIA® brand salsas and sauces are versatile and can be enjoyed as is or in creative recipes to spice up any dish. Find them in the salsa aisle of most major grocers west of the Mississippi, including Ralph's, Kroger, Walmart, WinCo, Albertson's, Stater Brothers, and Safeway.

For more ways to experiment with flavor or to learn more about LA VICTORIA® products, visit www.salsas.com/la-victoria or check us out on [Instagram](#), [Facebook](#), [Twitter](#) and/or [Pinterest](#).

ABOUT LA VICTORIA® BRAND

Since 1917, the LA VICTORIA® brand has been creating salsas, sauces, chiles and peppers with versatile pantry staples that offer Mexican flavor to any meal. Best known for its flagship product, SALSA BRAVA® Hot Sauce and full line of enchilada sauces, the brand portfolio also includes taco sauces and organic, non-GMO salsas. The LA VICTORIA® 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.lavictoria.com or follow the LA VICTORIA® brand on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#).

###