

Contact: Vitoria Perez
Havas Formula
(619) 234-0345
megamexsalsas@havasformula.com

The Makers of HERDEZ® Brand Salsa Expand with Launch of “Traditional Guacamole” Line

Top Selling Salsa Brand in Mexico Introduces Refrigerated, Ready-Made Guacamole – Now Available at Select Grocers Nationwide

ORANGE, CA (Sept 16, 2020)—The makers of the [HERDEZ®](#) brand, the number one selling salsa brand in Mexico and a staple in kitchens for over 100 years, today announced the introduction of a delicious new line of refrigerated guacamole. Made with only simple ingredients, the HERDEZ™ Traditional Guacamole line brings the authentic flavors of Mexico straight to homes everywhere in a tasty, ready-to-eat format that means less time prepping and more time dipping.

Containing only seven ingredients, including real Hass avocados, tomato, onion, cilantro and green peppers, the new guacamole is available in two varieties—Mild and Spicy. HERDEZ™ Traditional Guacamole gives Mexican food lovers a new way to combine their love for avocado with their love for traditional Mexican food and can be enjoyed with other HERDEZ® brand favorites such as HERDEZ® Salsa Casera, HERDEZ® Salsa Verde and the wildly popular HERDEZ GUAC SALSA™ dip.

"Guacamole plays a huge role in Mexican cuisine and it continues to grow in popularity with an estimated 2.6 billion pounds of avocados being consumed by Americans in 2019," said Diana DeLoza, senior brand manager at MegaMex Foods. "The recipe of this guacamole came from the archives of [Fundacion HERDEZ](#), a non-profit culinary library in the heart of Mexico City. The Fundacion has been researching and preserving Mexican culinary traditions since 1987. We are proud to partner with the Fundacion to bring to the consumers' homes the real taste of Mexico with this product offering."

Featuring only high-quality ingredients with no preservatives or artificial flavors added, the new HERDEZ™ Traditional Guacamole line (SRP \$2.64– \$5.99) is available in 8- and 15-ounce cups as well as four packs of 2-ounce mild single cups. You can find the new line in the deli section at select grocery stores nationwide.

For recipes, nutritional information and where to buy HERDEZ® products, please visit www.herdeztraditions.com or follow the brand on social media on [Facebook](#), [Twitter](#) and [Instagram](#).

ABOUT THE HERDEZ® BRAND The HERDEZ® brand allows consumers to experience the real flavor and culture of Mexico at home with authentic salsas and cooking sauce. The HERDEZ® brand is the No. 1 selling 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. Innovation authentic flavor experiences is at the fore front 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 or follow the HERDEZ® brand on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#).

###