

CON TODA CONFIANZA ES
HERDEZ[®]
BRAND

*Doña
María*[®]

Media Contact:

Miranda Simonson

Havas Formula

(619) 234-0345

MegaMexSalsas@HavasFormula.com

**The Makers of the HERDEZ[®] Brand and DONA MARIA[®] Brand Announce Sponsorship for
Qualitas of Life Foundation and “Arap en Mandil” Culinary Series**

\$20,000 Grant to Award 665 Scholarships, Making an Impact on 165 Families

ORANGE, Calif. (June 15, 2021)—The makers of the [HERDEZ[®]](#) brand, the No. 1 selling salsa brand in Mexico and a growing staple in kitchens across the United States, and the [DONA MARIA[®]](#) brand, the No. 1 mole brand in Mexico, today announced its sponsorship for Qualitas of Life Foundation, a nonprofit organization that provides financial workshops and sessions to Hispanic individuals and their families in order to foster their financial independence, as well as its culinary series, Arap en Mandil. The financial courses include workshops, key advice sessions, financial education fairs and more. The four-part series, hosted by actor Arap Bethke and various chefs passionate about Latin American cuisine, features Bethke and his guest chefs sharing favorite recipes, personal finance tips and inspirational stories. During the sponsored second episode, Bethke and Chef Ruffo Ibarra will be cooking Chorizo with Potatoes, featuring HERDEZ[®] Chipotle Salsa Cremosa and DONA MARIA[®] Nopalitos.

Qualitas of Life Foundation’s educational program helps participants to establish clear financial goals, as well as develop the skills and habits needed to achieve them. Core topics include budgeting, banking system, fraud and financial abuse, credit, savings and insurance, taxes, migratory processes, and more.

“Ensuring financial understanding and know-how is of the utmost importance,” said Giselle Olson, brand manager of the HERDEZ[®] brand. “Qualitas of Life’s workshops and online courses provide the opportunity for Hispanic families to fully understand financial resources available to them. We are proud to play a small part in helping these individuals become financially savvy.” Sponsorship by the makers of the HERDEZ[®] brand will provide scholarships for more than 650 Hispanic individuals to enroll in a free, bilingual course or workshop, ultimately improving their financial competence and standard of living.

HERDEZ[®] brand is encouraging people to tune in to the second episode, “Cooking Traditions with Ruffo Ibarra,” which will air Wednesday, June 16, from 5-6 p.m. PST, and consider contributing to this worthy cause. To register for the free event, please visit [here](#).

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

ABOUT THE HERDEZ® BRAND

The HERDEZ® brand allows consumers to experience the real flavor and culture of Mexico at home with authentic salsas and sauces. The HERDEZ® brand is the No. 1 selling salsa 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. Innovative authentic flavor experiences is at the forefront 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 <http://www.herdeztraditions.com> or follow the HERDEZ® brand on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#).

ABOUT THE DONA MARIA® BRAND

When it comes to world-famous mole pastes and tender nopalitos, DONA MARIA® brand has been Mexico's favorite brand for 80 years. Made with rich, flavorful ingredients such as fiery ancho chiles, pasilla chiles, peanuts, chocolate, seeds and a blend of signature Mexican spices, DONA MARIA® mole features a smooth, slow-cooked flavor, making it the No.1 mole brand in Mexico today. Based on authenticity, this robust sauce is remarkably easy to use delivering a unique homemade flavor to any dish. DONA MARIA® authentic Mexican products are available nationwide at major grocery stores.

ABOUT MEGAMEX FOODS, LLC.

MegaMex Foods, one of the fastest growing Mexican food companies in the US, is focused on reimagining Mexican flavor in restaurants and home kitchens across the country. MegaMex Foods is proudly committed to authentic ingredients and providing a real solution for achieving true Mexican flavors with trusted products including WHOLLY®, LA VICTORIA®, HERDEZ®, EMBASA®, DOÑA MARIA®, BÚFALO® and DON MIGUEL® brands. Founded by Herdez del Fuerte and Hormel Foods, MegaMex Foods is headquartered in Orange, California, with facilities in Texas and Mexico. MegaMex Foods has two operating plants, numerous manufacturing partners and over 4,000 employees. For more information, visit www.megamexfoods.com and www.mmxfoodservice.com.

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