



WHOLLY® GUACAMOLE Unites with Tajín to Unveil Chile Lime Flavor to Spice Up Snacktime

The ready-to-eat guacamole brand introduces a zesty new flavor profile

ORANGE, Calif. (June 16, 2025) — WHOLLY® GUACAMOLE brand, America's No. 1 branded refrigerated guacamole, today announced its consumer-centric collaboration with Tajín, the top-selling chile-lime seasoning in the U.S. New WHOLLY® GUACAMOLE Chile Lime combines the creamy goodness of guacamole with the zesty kick of Tajín® Clásico Seasoning, offering a unique and delicious snacking experience for dip and spice lovers alike.

This innovative collaboration delivers what consumers are increasingly asking for: more spicy and bold flavors in their food. A [recent study](#) from NCSolutions showed that 62% of Gen Z say they're more likely to purchase a food item if it's advertised as spicy. This latest partnership from WHOLLY® GUACAMOLE brings a conveniently packaged and customizable solution for spice fiends looking for a go-to dip this summer and beyond. The product includes two sachets of Tajín® Clásico Seasoning, allowing consumers to adjust the flavor intensity to their personal preference.

"We're constantly looking for ways to satisfy our customers' cravings," said Christopher Monahan, Brand Manager of WHOLLY® GUACAMOLE. "This collaboration with Tajín unites convenience and flavor to create a bold and irresistible snack, with the high quality that keeps guacamole lovers coming back for WHOLLY® GUACAMOLE again and again."

"Tajín® Clásico Seasoning is the widely versatile chile lime seasoning that has long been Gen Z's go-to flavor," said Juan Carlos Limón, Brand Marketing Manager at Tajín USA. "Our collaboration with WHOLLY® GUACAMOLE is an approachable, convenient way to bring our consumers the flavors they love in the dips they're already snacking on. Guacamole with Tajín's signature kick is simply a no-brainer!"

The MSRP for the WHOLLY® GUACAMOLE Chile Lime product is \$3.99-\$4.49 and will be available at retailers nationwide like Walmart, Albertsons (SoCal and Mid Atlantic), and Wegmans.

To learn more about WHOLLY® GUACAMOLE products, visit www.eatwholly.com and follow the brand on [Facebook](#), [Instagram](#) and [TikTok](#).

About the WHOLLY® Brand

The WHOLLY® brand, home of WHOLLY® AVOCADO and WHOLLY® GUACAMOLE, America's No. 1 refrigerated guacamole (based on latest 52-week CIRCANA data), is a global leader in ready-to-eat avocado innovation, food safety and quality. All WHOLLY® products are made with hand scooped Hass avocados and are gluten free with no preservatives added. High

Pressure Technology (HPT) is used to help extend the shelf life of the products and maintain the avocado's delicious flavors and nutrients, while eliminating potentially harmful bacteria. The WHOLLY® brand is part of MegaMex Foods, a joint venture founded by Herdez del Fuerte and Hormel Foods Corporation and one of the fastest growing Mexican food companies in the U.S. focused on reimagining Mexican flavor. For more information and recipe ideas, visit eatwholly.com.

About Tajín

Industrias Tajín® is a Mexican-owned company and market leader in both Mexico and the United States in chile products, in addition to being one of the most important brands in producing and commercializing products derived from chile worldwide. Today, it has a presence in more than 65 countries around the world. Tajín was founded in 1985, surprising consumers with the perfect blend of mild chile peppers, lime, and sea salt. In 1993, Tajín made its first export to the United States, and Tajín International Corporation was established in Houston, TX, from where all commercial activity of the brand in the U.S. is managed. The brand arrived in Central American and European markets in 2006. For more information visit www.tajin.com.

Media Contact:

Amanda Magalski
megamexmedia@finnpartners.com