

UNCAP REAL FLAVOR™



INTRODUCING



SWEET HABANERO

HABANERO + PINEAPPLE



BOLD FLAVOR

BALANCED HEAT

PAIRS WELL WITH ALL MENUS ALL DAY PARTS



GIVE YOUR CUSTOMERS MORE OF WHAT THEY WANT...

NEW! SWEET HABANERO

CREATED BY CUSTOMER DEMAND

Many customers have asked that Cholula create a hot sauce with more heat. This product is the answer to their demands. Keeping flavor first, our new Sweet Habanero exceeds expectations.

TAKING "OMG THAT'S GOOD" TO A WHOLE NEW LEVEL

Real habanero peppers balanced with the natural sweetness of pineapple create a bold, flavorful sensation that brings the heat, uniquely complementing food flavors without overwhelming.

HABANERO IS THE FLAVOR OF HOT YOUR CUSTOMERS WANT

- Habanero hot sauces are categorized as "Hot", a segment showing 29% growth in foodservice sales from January 2017 through February 2018!*
- An independent in-home use study reports, 88% of consumers trying Cholula Sweet Habanero "would definitely buy it." **
- Flavor is on trend with growing customer demands to customize and control the spiciness of their meal experience.

AND THEY WILL LOVE IT ON...

- Eggs & Omelets
- Pizza
- Soups, Chowders & Chili
- Burgers
- Mixed in condiments
- Fish Tacos
- Guacamole
- Fajitas
- BBQ
- Bloody Marys & other cocktails

Call today for your free sample, **866-608-4877**

* NPD Supply Track, February 2018.

** AB Research-National Home use test September 2016



Item Description	Pack	Case UPC Code	Bottle UPC Code	Case Wt. LBS	Case Dimensions	Cube	Pallet Pattern
Sweet Habanero	12/5oz	200 49733 95022 4	0 49733 95022 0	8.9 lbs.	6" x 8.25" x 7.5"	0.022	40 x 3

BUY ONE – GET ONE FREE* CHOLULA SWEET HABANERO SAUCE – INTRODUCTORY REBATE!

*Special Rebate – Purchase two cases of Cholula Sweet Habanero Sauce between 3/1/18 and 6/30/18, provide the information below and Cholula will rebate the full cost of one case back to your operation. Valid for foodservice operators only. This coupon may be redeemed only one time per operating company for the promotion period.

I have purchased TWO cases of Cholula Sweet Habanero Sauce for a total cost of \$ _____ as stated on my attached distributor invoice. The single case cost/rebate due me is \$ _____.

Redemption Requirements

This coupon entitles your company to receive the qualified cash back rebate amounts claimed above based upon the following proof of purchase and proof of performance.

- Photocopies of verifiable distributor invoices featuring the qualified cases claimed and purchased during the period 3/1/18 through 6/30/18.

- This coupon may be redeemed only one time per operating company for the promotion period.

Complete the information below. Checks will only be made out to the operating company's name as featured on the distributor invoice(s).

Offer(s) are valid only on orders placed between 3/1/18 and 6/30/18. Must be postmarked by 7/30/18.

Name: _____ Title: _____

Name of Operation: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: () _____ Email: _____

Mail coupon & invoice to:

**Cholula® Habanero Rebate
c/o McFaddin Marketing
3321 Gilmore Industrial Blvd
Louisville, KY 40213**

Offer valid only in the United States. This coupon may be redeemed by foodservice operators only. Distributors, contract customers are not eligible. Allow 4 to 6 weeks for processing. Offer void where prohibited or restricted by laws. Invoice must be machine or computer generated (handwritten copies not acceptable). Rebate offer cannot be used with any other offers. Only one rebate coupon per company.



CholulaFoodService.com