



UNCAP REAL FLAVOR AND SAVINGS FOR CINCO DE MAYO



From our distinctive wooden cap to the delicious sauce inside, every Cholula® bottle, from tabletop to back of house, is a celebration of great food, flavor, and our Mexican roots. As one of the fastest growing hot sauce brands with strong cultural appeal and authentic heritage, Cholula® will excite guests about your Cinco De Mayo menu.

FLIP FOR HOT REBATES ON A HOT SAUCE!



ORIGINAL

CASE/SIZE: 4/64oz/
48/0.75oz

ITEM CODE: 901607501/
901607505



CHIPOTLE

4/64oz

901607491



GREEN PEPPER

4/64oz

901607495



CHILI GARLIC

4/64oz

901605216



CHILI LIME

4/64oz

901607488



HOW CHOLULA® DELIVERS QUALITY, AUTHENTIC MEXICAN FLAVOR

STRONG HERITAGE ROOTED IN MEXICO

Our complex flavor comes from a well-guarded, century-old family recipe. Cholula® is authentic, premium, preferred and ethically sourced.

SOLID BRAND AWARENESS

With our premium and distinctive packaging, Cholula® is known on tabletops everywhere. Our hot sauce has high appeal and affinity among patrons.

HIGH-QUALITY INGREDIENTS BRING BALANCED FLAVORS

Made with no added sugars or artificial flavors, Cholula® is a blend of fresh Arbol and Piquin peppers with an array of regional spices. Whether used in the front or back of house, it enhances food flavors without being overpowering.



Stay up to date with McCormick For Chefs! Subscribe to our NEW 'In Taste' Newsletter at McCormickForChefs.com/subscribe. Contact your McCormick sales representative today or visit us at McCormickForChefs.com to discover a fresh array of flavor profiles, ingredient combinations, recipes, and more.

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CINCO DE MAYO CLASSICS WITH A TWIST



CHOLULA® SHREDDED BRISKET TACOS

Cholula® Original Hot Sauce and tender brisket combine to create a new take on tacos.



CHOLULA® GREEN PEPPER TORTILLA SOUP

Cholula® Green Pepper Hot Sauce delivers the authentic flavors of jalapeno and poblano, in this traditional Mexican comfort soup.



CHOLULA® CUCUMBER & PINEAPPLE SHRIMP TACOS

Pineapple and shrimp join together with Cholula® Green Pepper Hot Sauce, for a dish that's flavorful and unforgettable.

TWO WAYS TO SAVE ON CHOLULA®

Please complete all fields:

Name of Establishment _____

Your Name _____

Title _____

Street Address _____

City/State/ZIP Code _____

Business Phone Number _____

Email Address _____

Distributor Name and Location _____

Distributor Sales Representative _____

Broker _____

IMPORTANT: Free case offers while supplies last. This rebate is not valid on cases ordered for resale. Chains or affiliated groups must participate on an individual unit basis. Only 1 rebate submission is allowed per location. Must be submitted by the operator. Distributors are not eligible for this rebate. Bulk submissions from distributors are not allowed. Invoices submitted with this offer may be used in conjunction with all other McCormick For Chefs rebates, including the Multibrand Rebate.

IMPORTANT DATES:

Invoice Start date: April 1, 2021. Invoice End date: June 30, 2021. Submission Deadline: July 31, 2021.

AVERAGE NUMBER OF MEALS SERVED PER DAY: (Check one)

| | | |
|---------------|---------------|---------|
| 100 - 299 | 300 - 499 | 500-999 |
| 1,000 - 1,999 | 2,000 - 4,999 | 5,000+ |

PRIMARY TYPE OF OPERATION: (Check one)

| | | |
|-------------------------|----------------------|--------------------------|
| Business & Industry | Family/Casual Dining | Nursing Home |
| Cafeteria | Fast Food (QSR) | Recreation/Entertainment |
| Caterer | Fine Dining | Retail Store |
| Colleges & Universities | Hospital | Vending |
| Convenience Store | Hotel/Motel | |
| Deli | In-Transit Feeder | |

Select rebate:

\$5 off any case of Cholula® .5 gal

Free case of mini bottles with any order of 2 64oz flavor varieties

Check will be made payable to:

Name of Establishment _____

Mailing Address _____

City/State/ZIP Code _____

TO SPEED UP DELIVERY OF YOUR CHECK OR FREE PRODUCT

- Fill out this form completely. Purchase products between April 1, 2021 and June 30, 2021.
- Attach the foodservice distributor invoice(s), membership clubs excluded, with the purchased products circled or highlighted. Must show the total amount purchased within the start and end dates indicated.
- Maximum rebate Amount: \$100, 1 Free Case Offer per location with qualifying purchase.
- Allow 6-8 weeks for processing. Post mark request on or before date shown below.
- Check will be made out to and mailed to the foodservice establishment listed, not individuals.

Mail claim to: Cholula Cinco De Mayo Rebate, P.O. Box 157 Becker, MN 55308.

Redeem digitally with RealTime Solutions: <https://ror.realtime-solutions.com/mccormick>

For Inquiries: Call 855-552-9797

By submitting this form, you are electing to receive emails on the latest offers, products, culinary tips, recipes, tools and trends from McCormick For Chefs. If you would rather not receive our communication, please check the "no" box. No, thank you

1. Valid on qualifying purchases April 1, 2021 - June 30, 2021. \$5 off per case up to 20 cases. Maximum of \$100 and 1 free case per foodservice operator location. Must purchase more than 1 flavor to earn free case. 2. Completed form must be postmarked or submitted online no later than July 31, 2021. 3. Valid for foodservice operators only. Claims may only be submitted by, and made payable to, verified foodservice operators. 4. ONE redemption form per foodservice location. Chains or franchise groups must submit on an individual unit basis. 5. Operators on National Account and/or Deviated Pricing Programs MAY NOT REDEEM on products under contract. 6. Cholula offer is valid on per case purchases. 7. Invoices submitted with this offer may be used in conjunction with any other rebate or promotion sponsored by McCormick. 8. Copies of original invoices required. No handwritten invoices accepted. DISTRIBUTOR TRACKING REPORTS (velocity reports) or INVOICES must be dated during promotional period and include operator name, address, invoice number, and purchase price. CASH AND CARRY RECEIPTS must be dated during promotional period and include purchase price and retailer name. 9. Void if restricted, taxed, or forbidden by law. Offer may not be purchased, traded, or sold. Any other use constitutes fraud. Offer valid only in the continental United States and Hawaii (USA). 10. Incomplete requests will not be honored, acknowledged, or returned. 11. Not responsible for lost or misdirected submissions.