

Herdez® Authentic Mexican Products FACT SHEET

Product Description:

Herdez[®] authentic Mexican products include salsas, peppers, fruits and vegetables.

The *Herdez*[®] brand has been synonymous with quality and authentic Mexican food products in Mexico for many years. Today, it stands as the number one salsa in Mexico and the number one brand of imported salsa consumed in the United States, and only contains five, all-natural ingredients: tomatoes, onion, serrano peppers, salt and cilantro.

Quality, authenticity and fresh taste are characteristics of *Herdez*[®] authentic Mexican products. All the products are produced in Mexico using proven authentic Mexican recipes.

Varieties:

Herdez[®] Salsa

- Taquera
- Verde
- Ranchera
- Casera (available in mild, medium and hot)
- Cinco Chiles
- Chile de Árbol
- Chipotle

Herdez® Mexican Peppers

- Whole and Sliced Jalapeño Peppers
- Serrano Peppers

Herdez® Fruits and Vegetables

- Whole Guavas
- Sliced Mangos
- Mushrooms (Champiñónes en Escabeche)

Suggested Retail Price:

- The suggested retail price of Herdez[®] salsa is \$2.60 \$2.63 for the 12ounce bottle.
- The suggested retail price of *Herdez*[®] Mexican peppers is \$0.76 \$0.90 for the 7-ounce can.
- The suggested retail price of Herdez[®] guavas and mangos is \$2.99 for the 28-ounce can.
- The suggested retail price of Herdez[®] mushrooms is \$1.49 for the 6.56ounce can.

Availability/Distribution:

Herdez[®] authentic Mexican products are available nationwide at major grocery stores.

For More Information:

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