

El Torito® Salsas FACT SHEET

Product Description: El Torito® Mexican products deliver the distinctive, authentic Mexican

flavors found in restaurants to kitchens across America.

Varieties: • Cilantro Pepita Caesar Salad

Dressing

Serrano Ranch Salad Dressing

Restaurant Hot Salsa

Restaurant Medium Salsa

Restaurant Mild Salsa

Fire Roasted Tomato Salsa

Sweet Corn Cakes

Sweet Corn Cake Mix

Fajita Seasoning Mix

Suggested Retail Prices: • The suggested retail price of *El Torito*® cilantro pepita caesar salad

dressing is \$3.99 for the 12-ounce bottle.

• The suggested retail price of *El Torito*® salsa is \$3.00 for the 16-

ounce bottle.

Availability/Distribution: El Torito® Mexican Products are available at select markets on the West

Coast, particularly Los Angeles and Phoenix.

For More Information: Visit http://www.hormelfoods.com or contact

Julie Craven, Hormel Foods, media@hormel.com, 507-437-5345 Caroline Friedman, Burson-Marsteller, caroline.friedman@bm.com,

312-596-3418