



La Victoria® Family of Products FACT SHEET

Product Description:

Product Description: *La Victoria*® salsa was the first jarred salsa in 1917 with the philosophy that only the freshest, natural ingredients should go into its products. In almost a century of producing Mexican food for America, the brand has introduced its signature Suprema and Thick 'N Chunky lines of salsa, to include its tomatillo-based Verde Thick 'N Chunky, a wide variety of taco sauces, enchilada sauces, green chiles and jalapeños. *La Victoria*® products have the distinction of being produced in the fields, staying true to the brand's commitment to only deliver the best tasting Mexican food items possible to its large following of loyal consumers.

Varieties:

Salsa

- SUPREMA™ salsa (Medium and Mild)
- Thick N' Chunky (Hot, Medium and Mild)
- Thick N' Chunky Verde (Medium and Mild)
- Salsa Victoria (Hot)
- Salsa Ranchera (Hot)
- Cilantro Salsa (Medium and Mild)
- Jalapeña Salsa (Extra Hot)
- Green Jalapeña Salsa (Extra Hot)

Enchilada Sauce

- Red (Mild and Hot)
- Red Chile (Mild)
- Green Chile (Mild)

Taco Sauce

- Salsa Brava – the first jarred Salsa (Hot)
- Red Taco Sauce (Medium and Mild)
- Green Taco Sauce (Medium and Mild)
- Chipotle Taco Sauce (Medium)
- Chunky Jalapeño Hot Sauce

Chiles and Peppers

- Fire Roasted Diced Green Chiles
- Fire Roasted Whole Green Chiles
- Fire Roasted Diced Jalapeños
- Nacho Sliced Jalapeños

Suggested Retail Prices:

- The suggested retail price of *La Victoria*® salsa is \$2.00 per 16-ounce jar.
- The suggested retail price of *La Victoria*® enchilada sauce is \$1.25 per 10-ounce can.
- The suggested retail price of *La Victoria*® taco sauce is \$2.00 per 12-ounce bottle.
- The suggested retail price of *La Victoria*™ green chiles is \$1.25 per 4-ounce can.
- The suggested retail price of *La Victoria*™ jalapeños is \$1.25 per 4-ounce can.

Availability/Distribution:

La Victoria™ products can be found in the Mexican Food section at grocery



stores in the Western US or online at
<http://www.LaVictoria.com>.

For More Information:

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