Embasa® Mexican Products
FACT SHEET

Product Description: Authentic Mexican cooking has a rich heritage of fresh ingredients prepared for and enjoyed by the whole family. Maintaining that tradition can be an important part of family life. Without the right ingredients, capturing an authentic Mexican flavor can be hard to do. *Embasa*® products allow both experienced and beginner Mexican cooking enthusiasts to create authentic, mouth-watering dishes that maintain the traditional aromas and flavors.

Varieties:

- Salad Salsa Casera
- Salsa Verde
- Salsa Mexicana
- Sliced Nopalitos
- Whole Jalapeños
- Sliced Jalapeños
- Nacho Sliced Jalapeños
- Whole Green Chilis
- Sliced Green Chilis
- Chipotle Peppers
- Carrots
- Tomatillos
- Gueritos

Suggested Retail Prices:

- The suggested retail price of *Embasa*® salsa Mexicana is $.99 for the 7-ounce can.
- The suggested retail price of *Embasa*® salsa verde is $.99 for the 7-ounce can.
- The suggested retail price of *Embasa*® salsa casera is $.99 for the 7-ounce can.
- The suggested retail price of *Embasa*® sliced nopalitos is $2.00 for the 27.5-ounce jar.
- The suggested retail price of *Embasa*® whole jalapeños is $1.25 for the 26-ounce can.
- The suggested retail price of *Embasa*® sliced jalapeños is $2.00 for the 26-ounce can.
- The suggested retail price of *Embasa*® nacho sliced jalapeños is $1.79 for the 11-ounce jar.
- The suggested retail price of *Embasa*® chipotle peppers is $1.25 for the 7-ounce jar.
- The suggested retail price of *Embasa*™ carrots is $1.79 for the 26-ounce can.
- The suggested retail price of *Embasa*™ tomatillos is $1.79 for the 12- ounce can.
- The suggested retail price of *Embasa*™ gueritos is $1.79 for the 12- ounce can.

Availability/Distribution: *Embasa*® products are available throughout the Western U.S. at local and major national grocery stores in the ethnic aisle.

For More Information: Visit http://www.hormelfoods.com or contact
Julie Craven, Hormel Foods, media@hormel.com, 507-437-5345
Allison Cory, Burson-Marsteller, allison.cory@bm.com, 312-596-3416

# # #