



Van Holten's Contact:
Eric Girard – V.P. of Sales & Marketing
Phone: 920-478-2144
Email: ericg@vanholtenpickles.com

For Immediate Release

Van Holten's Expands Chamoy to Pickle-In-A-Pouch! 7-Eleven Horizon to Roll Out Chamoy In South Texas

Waterloo, WI – September 18, 2018 – Van Holten's has perfected the Chamoy flavor and now has it available in the single serve Pickle-In-A-Pouch, and in a 30 ct Barrel. Stripes (7-Eleven Horizon) will be the first major retailer to offer the item. In November, the Chamoy barrel will be made available as a food service offering in 200 stores in South Texas.

Chamoy is Mexico's flavor fiesta condiment with Chinese origins. Made from pickled fruit, chilis and lime, it tickles your taste buds with, salty, sour, fruity and mild spice flavors. Many people enjoy Chamoy sprinkled on fruit or drizzled on chips, but it can also come as a popsicle or shaved ice.

"We've been monitoring the growth of Chamoy for years", said Eric Girard, VP of Sales and Marketing, "I think we've matched the essence of the flavor, while delivering a great quality pickle." Girard followed up with. "Our products do well in the Southwest and we see a great market for our Chamoy Pickle from South Texas to Southern California."



Van Holten's Pickle-In-A-Pouch, Pickleback and Pickle-Ice are available in theatres, convenience stores, and grocery stores throughout the country. Chamoy Pickles can be ordered one barrel at a time when shipped with current Van Holten's products, making it an easy item for current distributors to add. The product will be featured at the NACS Show in Las Vegas taking place from October 8th – 10th.

Van Holten's has enjoyed 14 consecutive years of growth, mostly driven by the popularity of their Pickle-In-A-Pouch. Founded in 1898 Van Holten's employs 84 people in Waterloo, WI. Famous for their Pickle-In-A-Pouch, Pickleback Mixer, and Pickle-Ice; their products are distributed in all 50 states and Canada. They can be found at convenience stores, grocery stores, liquor stores, concession stands, and many other retail outlets.

###