

TAPATIO® PICKLE-IN-A-POUCH



COMING SPRING 2019

Ships May 6th

Van Holten's and Tapatio® have teamed up to create a new pickle. They have combined the great Van Holten's pickle-in-a-pouch with the Tapatio® hot sauce flavoring. It is sure to bring the heat and unique flavoring every fan will love.

TAPATIO® IN THE MARKET

- **85% ACV** in the West, with **62% nationwide!**
- **#1 hot sauce brand in the West**
- **#4 hot sauce brand in the US**
- **24% of people purchase**
- Tapatio® more than 2 times in 52 weeks

DEMOGRAPHICS

- "Bustling families" with 4 + members
- Live in Urban-Cosmopolitan ethnically diverse areas
- 25-49 years old
- Highly index with **Hispanics**, Asians secondary

HISPANIC INFLUENCE

HISPANIC POPULATION
CURRENTLY STANDS AT

58M

AND IS SET TO MORE THAN

DOUBLE

OVER THE
NEXT 40 YEARS

U.S. SHOPPERS:

53%

LIKE HOT AND
SPICY FOODS
RISING TO

58%

IN GENERATION Y



Product Benefits

- 2 year shelf life
- No refrigeration
- 12 ct. tear away case
- Stand up pouch
- Unique flavor



Tapatio Pickle Case UPC



Tapatio Pickle Pouch UPC

Basic Shipping & Warehousing Information

Item	Item #	Units Per Case	Ship Wt.	L	W	H	Cu. In	Cu. Ft	Cases Per Pallet	Tie	Hi	Pallet Ship Wt.
#6 Pickle	612T	12 Units	8	10.563	5.50	6.75	392	.227	248 Cases	31	8	1984

10 Work Day Lead Time – All Products Require No Refrigeration – Terms 1% – 10 Days, Net 30

For More Information Contact info@vanholtenpickles.com



703 West Madison St. • Waterloo, WI 53594 • Ph: 800.255.0619 • Fx: 920.478.2316

WWW.VANHOLTENSFOODS.COM