

CHOLULA[®]

HOT SAUCE

Say hello to Cholula

The Number One Mexican Hot Sauce in the world[^] and tabletop favourite in the UK. Available in iconic 150ml tabletop bottles and 1.89L back-of-house formats, to be used as a sauce, marinade or dip.

HERE'S THE LOWDOWN

- Consumers are craving authentic and spicy flavours*
- Chilli sauce retail category set to grow 31% by 2025**
- Mexican is one of the top cuisines in the UK, with high evidence of trend setting influence, and mass market appeal^{^^}



100 YEAR OLD
Family Recipe

UNIQUE & HIGH QUALITY
Árbol + Piquín Peppers

CRAFTED IN
Mexico



For recipe inspiration from
TOP UK CHEFS, scan the QR code
to download **Fusión Mexicana**:



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Sources: *McCormick Flavour Forecast, 2020; ** Euromonitor International Limited, Sauces Dressings & Condiments in the United Kingdom Report, November 2020; [^]Euromonitor International Limited; based on custom research conducted August 2021 for value sales in 2020 through all retail channels. Mexican Hot sauce defined as spicy table sauce/condiment that are manufactured in Mexico;

^{^^}The Food People, Mexican Cuisine (UK), 2021



Cholula Original

Cholula's versatility across all day parts is unparalleled and its capacity as a sauce, marinade or dip, or even splashed into cocktails, makes it a fantastic product in any chef's kitchen. Cholula may have begun life in Mexico, but its legacy is set to go far and beyond those borders, working just as well on a Vietnamese shaking beef as it does in traditional Mexican cuisine. Available in 150ml front of house bottles, and 1.89L back of house formats.



Cholula Chilli Garlic

Cholula Chilli Garlic brings Cholula's árbol and piquín peppers alive with the robust goodness of garlic. For a match made in heaven, try pairing with pasta, popcorn and kebabs.

Cholula Chipotle

Uncap Cholula Chipotle to add a deep smoky flavour into recipes. Why not try adding it to veggies, dips or ribs!

Code	Product	Pack Size
	Cholula 150ml	
	Cholula 1.89L	
	Chipotle 150ml	
	Chili & Garlic 150ml	