



IT'S A HOT NEW FOODSERVICE PHENOMENON

# TABASCO® BRAND SALSA PICANTE

CONSUMERS WANT IT. MAKE SURE YOU'VE GOT IT.



TO BE SUPERIOR,  
YOU MUST SERVE SUPERIOR.

And it just so happens that TABASCO® Salsa Picante Sauce was **rated superior to the leading competitor** in a blind tasting among Mexican-style hot sauce users.<sup>1</sup> If that's not reason enough to convince you that you need it, how about this—the Mexican-style hot sauce category has grown +20% over the past 12 months.<sup>2</sup> With all the features you love from TABASCO® Brand, like simple, quality ingredients—you'll have an advantage by serving it at your restaurant.

# IT'S THE PERFECT SALSA PICANTE

TABASCO® Salsa Picante is an unmistakably Mexican-style hot sauce that brings everything from breakfast entrees to sandwiches and tacos something cravably extra. With a vibrant blend of spice, a subtle kick of heat and a unique garlicky twang, this mild-yet-savory sauce has the flavor consumers are looking for—and the power to spice up your sales.

**NONE OF THE BAD STUFF.  
ONLY SIMPLE INGREDIENTS.**

**0**

Calories  
Fat  
Carbs  
Added Sugars

**No**

Artificial Ingredients  
Preservatives  
Allergens



**RICH &  
VIBRANT**



**GLUTEN  
FREE**

**VEGAN**



**Plastic Squeeze?  
Yes please—for  
precision and  
ease!**



**MEXICAN-STYLE  
HOT SAUCE**

**SERVE MEXICAN FLAVOR  
CUSTOMERS CRAVE ALL DAY LONG**



## HOT FORMATS IN FOODSERVICE TABASCO® SALSA PICANTE

PRODUCT	GTIN	SKU	Unit Size	Case Pack
SALSA PICANTE 16.2-OZ. TABLETOP	30011210008220	00822	16.2-oz.	6
SALSA PICANTE HALF GALLON	30011210005854	00585	64-oz.	2

**FOR MORE INFORMATION, CONTACT YOUR BROKER OR  
VISIT OUR WEBSITE [TABASCO.COM/FOODSERVICE](https://www.tabasco.com/foodservice)**

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1 U.S. Consumer-Based Taste Test  
2 Numerator Advanced Shopper Profile, YE 6/30/24

