SU SALSA

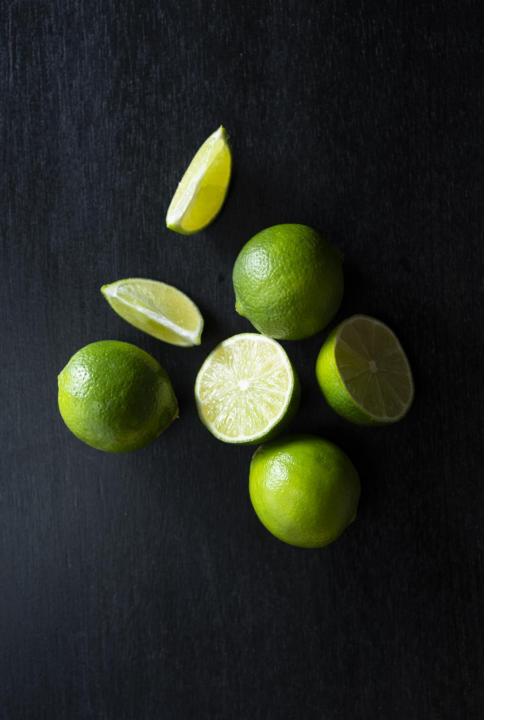




INTRODUCTION

Su Salsa makes great tasting salsas!

- Our salsas are unique and on-trend
- Su Salsa Mild brings a *"Hint of lime"* to the salsa category
- Bright, colorful label stands out on-shelf
- Company 100% female owned



MARKET OVERVIEW

- Salsa category projected to grow
 5.6% annually 2023-2032*
- New lime-flavored snacks and foods have proliferated on shelf
- Yet...very few salsas call out lime as an ingredient.
- This "lime salsa gap" presents an opportunity for retailers

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SU SALSA MILD

- Delicious lime and cilantro flavor with a kick of jalapeno at the end
- Blended and smooth for easy pour
- Great on chips, eggs, burritos, fish, chicken and more
- All-natural, no preservatives and shelf stable for three years





LABEL & DISTRIBUTION

- Label's vibrant colors & fun name spice up the salsa set
- Strong appeal with female consumers the primary shopper in 78% of households*
- "Hint of lime" graphic clearly differentiates product on shelf
- In-store distribution at Whole Foods & Specialty Stores

RETAILER OPPORTUNITY

- Many consumers prefer regular tortilla chips to lime flavored chips
 - Lime chips often taste too "lime-y"
- Su Salsa Mild lets those that prefer regular tortilla chips to still enjoy lime flavor
- Solves "lime salsa gap"
- Cross-merchandise with chips or food
- Small \$ investment (6 units/case)



CONTACT

For a sample and more information contact: Jason Long jlong@eyeonretail.net 314-504-3026

Susalsa.net

THANK YOU

Jason Long | jlong@eyeonretail.net | susalsa.net

