

---

# 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

---

# 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

---

\* Source: Numerator study  
2023

---

# 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](mailto:jlong@eyeonretail.net)

314-504-3026

[Susalsa.net](http://Susalsa.net)



---

THANK YOU

Jason Long | [jlong@eyeonretail.net](mailto:jlong@eyeonretail.net) | [susalsa.net](http://susalsa.net)

