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# 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





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# 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
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## 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

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# 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
- Cost: \$3.85/jar (net/net)



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# CONTACT

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THANK YOU

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