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For Immediate Release

Van Holten's and Tapatío Team Up to Bring the Heat

New Tapatío Flavored Pickle-In-a-Pouch Announced for Summer 2019

Waterloo, WI – April 24, 2019 – Van Holten's and Tapatío have teamed up to develop a bold new Pickle-In-a-Pouch Flavor by combining Van Holten's pickles with Tapatío hot sauce.

Tapatío is the #1 hot sauce brand in the West and well-known across the U.S. "We are thrilled to work with a brand as iconic as Tapatío", said Eric Girard, Van Holten's VP of Sales and Marketing. "With 53% of U.S. shoppers having an affinity to hot and spicy foods this partnership appeals to the expanding thirst for ethnic and spicy flavors in snacks," added Girard. Tapatío's, Director of Licensing Operations, Roche McCoy commented "We are excited to grow Tapatío's already robust consumer products program by expanding into the pickle category with Van Holten's. It complements our other snack products including Tapatio branded popcorn, jerky, and corn chips."

The Tapatío Pickle-in-a-Pouch will be available at Bashas' Grocery stores in Arizona just in time for Cinco de Mayo and will gain nationwide exposure through select 7-Eleven and Walmart locations this summer. The new product will also be available through DOT Foods and other convenience and grocery distributors throughout the U.S.

Van Holten's and Tapatio were brought together through Brand Central LLC, Tapatio's licensing agency.

About Tapatío:

Tapatío Foods, LLC started in 1971 from humble beginnings. Over 40 years later Tapatío Foods is still a family run business and has grown to become a staple not only in Hispanic households but in most American households today. Tapatío is a sauce that can be used with everything!

About Van Holten's

Most famous for their Pickle-In-A-Pouch, Van Holten's is also the innovator behind Pickle Cutz, VH Pickleback Mixer, and Pickle-Ice. Founded in 1898 and currently employing 100 people in Waterloo, WI, their products can be found nationwide at convenience stores, grocery stores and many other retail outlets.



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