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For Immediate Release

## Van Holten's Brings the Flavor of Chamoy to Pickles! Fast Growing Flavor Now Available in a 30 ct. Barrel

**Waterloo, WI – May 22, 2018** – Van Holten's has perfected the Chamoy flavor for pickles and is rolling it out in a 30-ct. barrel. Available June 1<sup>st</sup>, 2018, the barrel comes in an easy-to-carry box and includes serving bags.

Chamoy is Mexico's flavor fiesta condiment with Chinese origins. Made from pickled fruit, chilis and lime, it tickles your taste buds with, salty, sour, fruity and mild spice flavors. Many people enjoy Chamoy sprinkled on fruit or drizzled on chips, but it can also come as a Mexican popsicle or shaved ice.

"We've been monitoring the growth of Chamoy for years", said Eric Girard, VP of Sales and Marketing, "I think we've matched the essence of the flavor, while delivering a great quality pickle."

Girard followed up with. "Our products do well in the Southwest and we see a great market for our Chamoy Pickle from Texas to California."

Van Holten's Pickle-In-A-Pouch, Pickleback and Pickle-Ice are available in theatres, convenience stores, and grocery stores throughout the country. Chamoy Pickles can be ordered one barrel at a time when shipped with current Van Holten's products, making it easy for current distributors to add. The product will be unveiled at the Sweets & Snacks Show in Chicago taking place from May 22<sup>nd</sup>-24<sup>th</sup>.

Van Holten's has enjoyed 14 consecutive years of sales records, mostly due to the continued growth of their Pickle-In-A-Pouch. Founded in 1898 Van Holten's employs 78 people in Waterloo, WI. Famous for their Pickle-In-A-Pouch, Pickleback Mixer, and Pickle-Ice; their products are distributed in all 50 states and Canada. They can be found at convenience stores, grocery stores, liquor stores, concession stands, and many other retail outlets.



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