NEW NATURAL
SNACK TRENDS

WILLY'S FRESH SALSA **SPICES THINGS UP**

Popular Regional Brand Goes National







Founder Dennis Dickey named his fresh, refrigerated salsa line "Willy's" because he thought it sounded fun. It speaks to the exuberant spirit of this award-winning company which began in his kitchen in 2006. What started out as a tasty recipe he made for family and friends, Dennis realized he had something special and **Willy's Fresh Salsa** was born.

Dedicated to producing salsas that use natural ingredients like real cilantro (no "parsley/cilantro flavoring" here), fresh tomatoes, peppers and onions, **Willy's Fresh Salsa** is proud to offer a small batch, quality alternative to our wholesale and retail customers. Say so long to those sauces that are over-processed, overloaded with sugar and salt, and contain ingredients you can't pronounce!

"We wanted to make sure our salsas don't just taste good, but are also good for you," Dickey explains. "By not including any artificial flavors, preservatives, or pesticides, we've been able to create healthy salsa blends that everyone can enjoy."

We currently offer seven deliciously addictive, gluten-free and non-GMO flavors that boast a 120-day shelf life. The **Original** line includes **Mild, Medium** (it would be voted "Most Popular" in the yearbook), and **Hot** if you want to kick it up a notch. The **Sweet** series features Sweet N' Spicy, a pleasing yin and yang, and laid-back **Sweet N' Mild.** Willy's latest recipes in the **Signature** line - **Black Bean N' Corn** and Just Peachy — were created after months of taste testing (we love our job!) and are certain to be a force to be reckoned with in this category. Our customers want bold, unique flavors and we are determined to keep them happy.

Willy's Fresh Salsa is the fastest-growing salsa company in the nation and is thrilled to announce the opening of its new manufacturing plant in Swanton, Ohio. With over 10,000 square feet of space, this state-of-the-art facility will dramatically increase production.

> "We've had a great regional response to our salsa and we can't wait for the rest of the country to discover it for themselves."
>
> — Dennis Dickey, Founder, Willy's Fresh Salsa

Willy's Fresh Salsa is rolling out an advertising campaign to share our exciting product on a national scale. As we expand, our #1 priority is to adhere to the high standards and artisanal process which gives our salsas the delectable cantina-style taste and texture our customers savor. At Willy's, superior service, 100% fill rate and client satisfaction is what gets us up in the morning! We have also implemented a National Prepaid Freight Program; this allows us to get our amazing product on our customer shelves quickly and without any surprise freight costs.

Whether your customers are looking for a dip to get the party started or just want a delicious, healthy snack, we are certain **Willy's Fresh Salsa** will become their go-to brand. ■