

# CHOLULA<sup>®</sup> HOT SAUCE



## FREE Product Trial

### Because Flavor is Your Most Critical Asset...

You should know what other operators have discovered about Cholula Hot Sauce.

- Condiments in the hands of your customers can change the flavor experience of the meal you serve.
- Most hot sauces are purely just that – HOT. They mask food flavors and change the personality of the food.
- Cholula is different, it provides a delicious, unique flavor that blends in and enhances food flavors without overwhelming them with heat.

Discover the Cholula difference for yourself.

Serve the free Cholula product we provided for a few weeks. You will quickly learn that Cholula is preferred. Then take advantage of the VIP Coupon below. Cholula is available from your local distributors.



## NEW YORK VIP EXCLUSIVE OFFER



*Let Us Reward Your Good Taste  
in Serving Cholula...*

**Get up to  
\$100.00  
In Cash Back  
REBATES**

\*Details on reverse side.



12 oz.

Original Chipotle Chili Lime Chili Garlic

Available in 64 oz. Jugs  
with convenient pumps.



12 oz.  
Original

**NEW!**



5 oz. Chili Lime, Chili Garlic and Chipotle Flavors

# Bring Cholula Back of the House and Open Up Your Menu to Exciting New Possibilities...

Cholula Hot Sauce is a sensational flavor ingredient that can enhance the flavor profile of existing menu items or help create a whole new concept. Consider for a moment the following simple applications...

## Breakfast / Brunch

- Scrambled Eggs & Omelettes
- Hash Browns
- Cholula Chili-Cheese Quiche

## Dips & Dressings

- Cholula Ranch Dressing  
or Veggie Dip
- Cholula Cheese Dip
- Cholula Corn & Black Bean Salsa

## Entrees, Sauces & Soups

- Cholula Chicken Pizza
- Cholula Chili Garlic Lasagna /  
Pasta Sauce
- Cholula Chipotle Meatballs
- Wing & BBQ Sauces
- Cholula Chili Lime Salmon or  
Grilled Shrimp
- Cholula Corn Chowder
- Signature Soups

Visit [Cholula.com](http://Cholula.com) for additional recipe concepts.

Get creative - try adding Cholula Original or one of the New Flavor options to current menu recipes and you just may discover your next best seller!

**You can order Cholula from AFI Foodservice or call 718-476-3663.**



### VIP Exclusive Offer - Up to \$100.00 Cash Back!

This coupon entitles your company to receive \$5.00 per case (any 5 oz. product) in a cash back rebate for up to 20 cases total purchased or \$10.00 per case of 12 oz. product or any combination of 5 oz. & 12 oz. cases equaling a maximum rebate of \$100.00 all within one to three distributor orders/invoices. To redeem, complete the information below and attach copies of your distributor invoice featuring case quantity, and order date.

**Offer is good only on order(s) placed by 11/30/09. Coupon must be redeemed by 12/30/09.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name of Operation: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

**Rebate Claim:** Good only on 12/5 oz. Cholula Hot Sauce: \$5.00 per case and 12/12 oz. \$10.00 per case cash rebate up to maximum rebate of \$100.00. Qualifying cases must all be purchased within one to three distributor order/invoices. One coupon/redemption per company, coupon must be postmarked by 12/30/09.

Total 5 oz. Cases Purchased: \_\_\_\_\_ X \$5 per case up to 20 cases

Total 12 oz. Cases Purchased \_\_\_\_\_ X \$10 per case

= Total Rebate: \$ \_\_\_\_\_ Maximum **\$100**

**Mail coupon & distributor invoice to:**  
"Cholula Rebate" • 692 Arrow Grand Circle #B  
Covina, CA 91722

Offer good only in the United States. This coupon may be redeemed by foodservice operators only. Distributors, contract customers are not eligible. Allow 4 to 6 weeks for processing. Offer void where prohibited or restricted by laws. Invoice must be machine or computer generated (handwritten copies not acceptable). Rebate offer cannot be used with any other offers. Only one rebate coupon per company.



[www.cholula.com](http://www.cholula.com)