



ORIGINAL



SIGNATURE FLAVOR

A generations old recipe that features carefully-selected fresh arbol and piquin peppers and a blend of signature spices.



MILD



MEDIUM

HOT



CHOLULA IS GROWING IN POPULARITY

63%

of patrons request hot sauce with food

Datassential Operator Tabletop A&U Study January, 2020

Cholula has an expected 4-year growth of

+60.4%

on US menus

Datassentials SNAP, 2021



AUTHENTIC

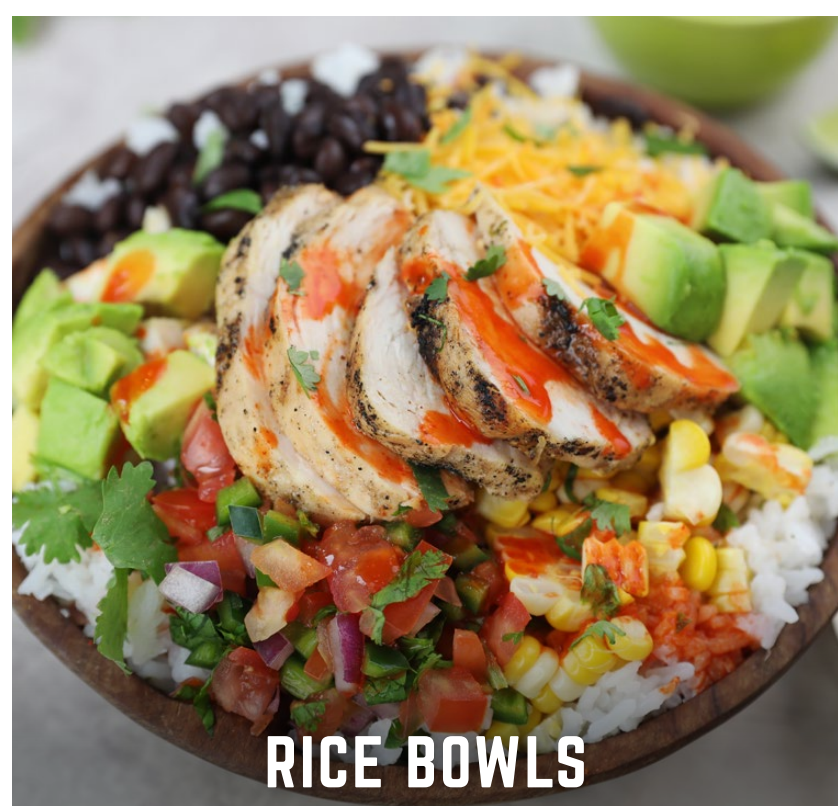
KOSHER

ARBOL

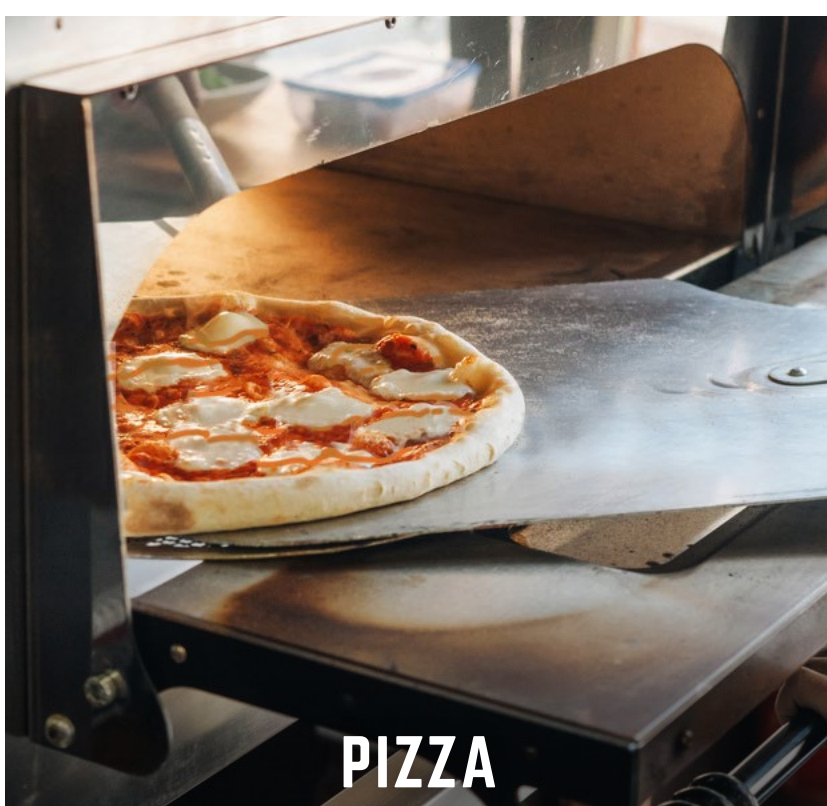
PIQUIN

GET INSPIRED

Patrons love it on breakfast burritos, rice bowls, pizza, and burgers.



RICE BOWLS



PIZZA



BURGERS

WHAT MAKES CHOLULA SPECIAL



QUALITY INGREDIENTS

A variety of high quality peppers and regional spices



DISTINCT PACKAGING

Designed to represent the care and tradition of Mexican artisanship



MEXICAN HERITAGE

Based on a generations old family recipe, crafted in Mexico



From tabletop to back of house, Cholula brings balanced authentic Mexican flavor and heat.