

# THE **ULTIMATE** DIP DESTINATION



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¡Yo Quiero! dips a key for big game win

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¡Yo Quiero!, a Texas-based company specializing in avocado, guacamole and dip products, is getting consumers ready for the big game with its guacamole, salsa and queso products.

“Creating a dip destination in the grocery store was important to us,” said Tara Murray, marketing vice president. “Consumers are looking for brands to help enrich their lives and make things easy. Having a line-up of fan favorite dips in one spot helps consumers spend less time in stores and more time doing the things they love.”

¡Yo Quiero!’s authentic, homemade fresh flavors and Texas traditions were a hit as they launched in grocery stores across the country in 2019. Today, the foodie-centric company, focused on small-batch recipes, continues to grow its distribution while working with top-tier retailers on their private-label business to continue category growth in the refrigerated dip sections.

All of the dips are made with only the finest ingredients such as hand scooped Hass avocados, vine-ripened tomatoes and creamiest of cheeses. ¡Yo Quiero! never adds artificial preservatives, chemicals or things that cannot be pronounced in its recipes. The current product lineup includes Guacamole, Super Chunky — 100 percent Avocado, Avocado Salsa, Queso and traditional Red Salsa as well as large format and snack sizes.

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