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# ¡Yo Quiero! Elote dip sees hot start

By

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[Fresh Innovations LLC](#) launched its ¡Yo Quiero! brand Mexican-style street corn Elote dip in early December, and feedback has been very positive, according to company officials.

Known for its avocado, guacamole and dip products, Fresh Innovations' Elote dip was a natural extension to the ¡Yo Quiero! product line, according to Jay Alley, part owner and vice president of sales for the Rhome, TX-based marketer.

“Elote corn dips are a great line extension within our portfolio,” he said. “Mexican street corn is very popular, and we’ve taken the work out of making it by putting all the delicious ingredients into one container so consumers can simply open and enjoy.”

Tara Murray, vice president of marketing, said the launch was aided by the fact that the company was able to fulfill orders in time for Super Bowl Sunday, when snack foods take center-stage across the country.

“We had orders placed in early January in time for the Super Bowl,” she said. “It helps that we are a small company and were able to pivot quickly to supply our retail customers. It’s also a testament to our stellar development team, which was able to expedite the process and get product onto retail

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shelves in time for the Big Game.”



Alley said the Elote line is appealing to consumers because of its versatility as either a dip or side dish, as well as the fact that it contains all-natural ingredients and is gluten-free.

“The crunch of the corn, mixed with the right amount of cotija cheese and spices, creates an addicting dip that consumers will crave,” he said.

“The dip is made of real whole kernel corn, peppers and authentic Mexican cotija cheese,” Murray added. “It’s made to mimic the street corn that is popular in Mexico, slathered in cotija cheese and spices. We offer two levels of heat – Mild with a little spice, and Medium, with a perfect kick of Jalapeño peppers.”

Murray said that the dips, which come in 14-ounce heat-and-eat containers, can be quickly microwaved for those who prefer their corn dip warm.

While the company is still awaiting data on sales around Super Bowl Sunday, Murray said she noted outstanding fan feedback on the company’s social media channels, and has received positive reviews about movement from its retail customers.

“We are so pleased with the response we have received, and we look forward to expanding distribution of this innovative line,” she said.

Fresh Innovations will be sampling its full line of ¡Yo Quiero! dips, including Elote corn dip, at the Southeast Produce Council’s Southern Exposure expo, booth 620.

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