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¡Yo Quiero! ready to wow retailers, consumers for Cinco de Mayo

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By

John Groh, publisher

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[Fresh Innovations LLC](#), a provider of healthy, fresh dips and salsas, has established a year-round following for its products, which are marketed under the ¡Yo Quiero! brand.

But as May approaches, it is reminding its retail partners that Cinco de Mayo offers additional promotional opportunities for its line of products that comprise the “Ultimate Dip Destination.”

“Cinco de Mayo is a great time to promote our Ultimate Dip Destination with our retailer partners,” said Jay Alley, co-owner and vice president of sales for Fresh Innovations LLC. “¡Yo Quiero! has all the premium dips for any Cinco party, including guacamole, salsa, queso, elote and now a brand-new bean dip.”

Alley said Fresh Innovations will promote heavily on social media and encourage its consumers to show off their Cinco de Mayo spreads on its social channels. It will also be utilizing social media influencers and other social strategies to help drive sales.

Additionally, Alley said Fresh Innovations is encouraging retailers to create fun displays with ¡Yo Quiero! products to encourage sell-through.

“Retailers have done a great job creating dip and chip displays around their guacamole and dip sections during Cinco de Mayo,” said Alley. “It’s easy to stack chips, put up fun signage and provide deals for purchase. We’ve also seen retailers use small coolers around the store, not only to encourage guacamole and dip sales, but also for sales of tortillas, fajita and taco meals. These are especially effective when placed at the front of the store.”

Alley said the displays are built for impulse sales, and if retailers implement great price points, it will encourage impulse buys and could lead to repeat purchases in the future.

Bean dips are the latest addition to the ¡Yo Quiero! Ultimate Dip Destination, and Alley said they have been well received by both retail partners and consumers alike.

“With guacamole, salsa, queso and elote already in our lineup, bean dips were a natural and perfect addition, and they help round out our Ultimate Dip Destination,” he said. “Before Super Bowl, we made the decision to soft launch our bean dips to help retailers create excitement on shelf, and the bean dips sold out!”

He added that the bean dips were featured at the recent SEPC Southern Exposure convention in Orlando, and received outstanding feedback on their taste, texture and creaminess.

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“We will feature the bean dips, as well as our other Ultimate Dip Destination items, at Viva Fresh and look forward to sharing our better-for-you products with retailers and consumers,” said Alley.

[John Groh](#)

**About John Groh |** 

John Groh graduated from the University of San Diego in 1989 with a bachelors of arts degree in English. Following a brief stint as a sportswriter covering the New York Giants football team, he joined The Produce News in 1995 as an assistant editor and worked his way up the ranks, becoming publisher in 2006. He and his wife, Mary Anne, live in

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northern New Jersey in the suburbs of New York City.

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