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**Herdez brand launches new refrigerated salsas line**

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The makers of [Herdez](#) brand launched Herdez Traditional Refrigerated Salsa, a line of salsas available in mild, medium and chipotle varieties, all of which pair the authentic flavors of Mexico with the ease and convenience of a ready-to-serve dip.

The new Herdez Traditional Salsas are created with simple ingredients like tomatoes, onions, garlic and Jalapeño peppers, and can be incorporated into your favorite recipes, enjoyed with chips or used as a topper.

"When reviewing consumers' salsa-purchasing preferences, we noticed a gap in the marketplace for flavor-forward, robust, roasted tomato salsa with herbs, spices and peppers, and our new Herdez Traditional Salsa line specifically addresses that need with a convenient, refrigerated option," said Chris Monahan, brand manager of Herdez Refrigerated Dips. "To innovate, we leveraged the bold flavors of Mexico that our fans have come to love from the Herdez brand with recipe inspiration from the Herdez Fundación in Mexico City, which has been the home of Mexican culinary traditions for over 20 years and is committed to sharing the rich heritage of Mexican cuisine."

Herdez Traditional Refrigerated Salsa joins the existing family of Herdez brand products, including Herdez Traditional Refrigerated Guacamole, Herdez Salsa Cremosas, Herdez Avocado Hot Sauce and more. These refrigerated salsas are available in 15-ounce cups at retailers across the country, with increased nationwide distribution later this summer.

"Whether fans are looking to transport their tastebuds to Mexico or simply a burst of authentic flavor in every bite, Herdez Traditional Salsas fill that craving," Monahan said. The entire line is both gluten free and kosher.

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