

CHOLULA® EXPANDS ITS PRESENCE IN THE MEXICAN AISLE WITH ITS LARGEST PRODUCT LAUNCH YET

Birria Cooking Sauce among the 11 new premium, authentic Mexican products launching nationwide.

HUNT VALLEY, Md., May 1, 2025 /PRNewswire/ -- Cholula®, the #1 Mexican Hot Sauce in the World*, brings its signature balanced heat to 11 new products that make it easy to recreate a taco truck experience at home. Crafted with authenticity, convenience and versatility, the expansion celebrates the rich heritage of Cholula. With cooking sauces that offer premium, restaurant-level flavor, seasoning mixes based on popular Latin dishes, and fan-favorite toppings, they'll take any meal to the next level.

"Today's consumers are craving more adventurous taste experiences, and Mexican cuisine is leading the way," said Valda Coryat, North America Vice President of Marketing for McCormick & Company. "With these new product innovations, we're enabling consumers to explore the distinctiveness of Mexican cooking in their everyday lives by opening the door to new, flavorful ways to experience Cholula."

Coming soon to the Mexican Aisle at select retailers nationwide, the new product lineup features:

- **Cholula Cooking Sauces:** Original Taco, Fajita, Carne Asada, and Birria sauces infuse simmered chicken or steak with bold, Mexican flavor – or they can top any dish with mild to medium heat.
- **Cholula Cremosa:** Creamy Cilantro Lime and Chipotle topping sauces bring the taqueria home, layering flavor and personalizing everything from tacos to tortas and enchiladas.
- **Cholula Chamoy:** A popular chili-spiced Mexican condiment, squeeze it over fresh fruit, drinks, and savory dishes like tacos for balanced salty, sweet, sour, and spicy flavor and medium heat.
- **Cholula Chili Crisp:** This crave-worthy topping adds crunch, flavor, and heat to favorite Mexican dishes like tostadas, queso fundido, eggs, and more. Inspired by the popular Mexican condiment salsa macha, this chili crisp delivers an exciting sensory explosion in every bite.
- **Cholula Taco Seasoning Mixes:** Expanding on existing blends, these on-trend, restaurant-inspired seasonings elevate Mexican meals in Original Fajita and Pork Carnitas flavors.
- **Cholula Original Hot Salsa:** Honoring the beloved taste of Cholula Original Salsa with a hotter, spicier profile, a spoonful takes eggs, burgers, and salads to a new level with balanced hot heat.

With 45% of Gen Z naming Mexican cuisine as their forever favorite**, the latest innovations from Cholula remain true to the brand's promise of high-quality ingredients and bold flavor. The debut of cooking and simmer sauces encourage fans to go beyond Taco Tuesday and recreate a broader spectrum of Mexican cuisine in their own kitchen. Birria, a dish known for its rich, slow-cooked flavors and hours-long preparation, can now be easily recreated at home – bringing mouthwatering, complex tastes without the time-consuming process. Additionally, the new Cremosa offerings, inspired by traditional *crema* (like sour cream), along with Chamoy, exemplify the brand's commitment to both satisfying consumer cravings and introducing authentic, next-level flavors to the mainstream.

This launch comes off the heels of the brand's wildly popular salsas and taco seasonings. Now available at [Shop.McCormick.com](https://shop.mccormick.com) and [Amazon](https://amazon.com) they're also coming soon to select retailers nationwide in the Mexican aisle. For fans looking for recipe inspiration using the latest products, check out the following [Quesabirria Tacos](#), [Queso Fundido](#), and [Mangonadas](#). More details on the new products and additional recipes are available at cholula.com. Follow along on [Instagram](#), [Twitter](#) and [TikTok](#).

Media Note: High-resolution product and recipe images can be downloaded [here](#).

**Source: Euromonitor International Limited; based on custom research conducted September 2024 for value sales in 2023 through all retail channels. Mexican hot sauce defined as spicy table sauce/condiment that are manufactured in Mexico.*

***Source: Mexican Cuisine Quantitative Report June 23*

About Cholula

Cholula's delicious hot sauce is created from a generations-old recipe featuring carefully selected arbol and piquin peppers and

a secret blend of signature spices. Its unique recipe delivers a robust flavor with just the right amount of heat, with versatility far beyond the everyday condiment. Cholula's distinctive wooden cap and artistic yellow label are testaments to the quality tradition of Mexican artisanship, and each bottle of Cholula is crafted with care in Mexico. Introduced into the U.S. in 1989, Cholula Hot Sauce comes in six varieties and is enjoyed world over.

Cholula is one of McCormick & Company's (MKC) brands. With over \$6.5 billion in annual sales across 150 countries and territories, McCormick is a global leader in flavor. Founded in 1889 and headquartered in Hunt Valley, Maryland USA, McCormick is guided by our principles and committed to our Purpose – To Stand Together for the Future of Flavor. McCormick envisions A World United by Flavor where healthy, sustainable, and delicious go hand in hand. To learn more, visit www.mccormickcorporation.com or follow McCormick & Company on Instagram and LinkedIn.

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