

TOTALLY CHIPOTLE® FOODS - A TRIBUTE TO THE AMAZING CHIPOTLE PEPPER!

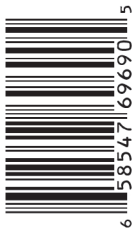
These days, it seems most Americans have heard the word “chipotle.” But back we we started in 1998, chipotle wasn’t nearly as familiar a word in the states, and that’s why we coined our catchy name - to help people with its somewhat tricky pronunciation. Now, we’re happy to say chipotle seems to be everywhere: Used in restaurant chains, condiments, packaged products, the pugnacious pepper has really come a long way from its Indian/Mexican roots into its own in North America.

Chipotle (rhymes with “totally”) begins as a regular Jalapeno pepper; from there, it’s smoked & dried. This process mellows the fire, and infuses a beautifully dusky, smoky quality. Used with our unique products, we think it’s a truly addictive combination.

TOTALLY CHIPOTLE® BLOODY MARY MIX

Our Totally Chipotle Bloody Mary Mix is... an accident! With extra tomato juice remaining from the Party Sauce, an idea came to the Rock & Roll Chef®: A chipotle-flavored bloody! Unlike other bloodys, Totally Chipotle is remarkably different. How? When used in a bloody, chipotles bring a truly unique flavor, unmatched by any other bloody mix - anywhere. In addition to Bloody Mary, it’s also great as a Bloody Maria (using tequila), a Virgin Mary, or even with recipes, such as gazpacho, tomato soup, meatloaf, etc. Low in sodium, there are also no animal by-products (i.e., beef stock). We also departed from a “regular” bloody by omitting horseradish (the chipotle more than satisfies the essential spicyness for a good mix).

PRODUCT NO: TC102
UPC NO: 6 - 58547 - 69690 - 5
CASE DIMENSIONS: 10 7/8” X 11 3/4” X 14 1/4”
CASE CUBE: 1.108 cubic feet (1,914 cubic inches)
CASE WEIGHT: 41 lbs.
BOTTLES: 32 Fl. Oz. (1 Qt.) 946 mL
PALLET: 11 x 4 = 44 cases
PACK: 12 Bottles/Case



INGREDIENTS: *Tomato Juice (Water and Tomato Paste), Crushed Tomatoes, Chipotle Peppers, Red Wine Vinegar, Salt, Lime Juice Concentrate, Sodium Benzoate, Garlic Powder, Onion Powder, Spices, Citric Acid, Ascorbic Acid, Natural Hickory Smoke Flavor, Orange Peel. A NON-ALCOHOLIC DRINK.*

TOTALLY CHIPOTLE® PARTY SAUCE

Our very first product, we found it a little hard to give it a proper name. Was it a salsa? A BBQ sauce? Marinade? Dipping sauce? The fact is, it’s all the above — the light amount of oil makes it a great marinade — and it’s great for chicken, seafood, kabobs, wraps, scrambled eggs, rice, potatoes, pork, burritos, sandwiches, pasta and more. Hopefully, this explains why we settled on this free-spirited name.

However it’s used, though, one thing is certain: Our formula was created to highlight and enhance chipotle in a unique way, and makes for a mighty tasty experience.

PRODUCT NO: TC101
UPC NO: 6 - 58547 - 77777 - 2
CASE DIMENSIONS: 12.265” X 9.5” X 5.75”
CASE CUBE: 478 cubic feet
CASE WEIGHT: 21 lbs.
BOTTLES: 16 Fl. Oz. (1 Lb.) 453g
PALLET: 15 x 8 = 120 cases
PACK: 12 Bottles/Case



CHEF’S NOTE: Party Sauce DOES NOT contain CORN OIL; please excuse any label typos on selected label runs.

INGREDIENTS: *Tomatoes, Vinegar, Canola Oil, Tomato Paste, Coffee, Onions, Chipotle Peppers in Adobo Sauce, Garlic, Salt, Spices, Lime Zest (peel). PRESERVATIVE FREE.*

THE ROCK & ROLL CHEF®

Yes, there really is an official, trademark-protected Rock & Roll Chef (aka Marty Larkin). Beyond the legal title, the Chef lives and breathes both music and food, and is a professional with both. Based in Chicago, he performs around the country at festivals, trade shows & special events. His Rock & Roll Kitchen® combines a cooking show with a full rock & roll band, making for a truly unique presentation; he’s working on a TV version of his presentation for kids (Rock & Roll Kitchen, Junior). He is also available for in-store promotions & events to launch Totally Chipotle products.



The Rock & Roll Chef.

TOTALLY CHIPOTLE® FOODS
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