Salsa Facts & Safety Tips

Hand crafted in Zanesville, OH · National award-winning, all-natural salsa

The story of José Madrid

José Madrid was born in Clovis, in the Territory of New Mexico, before it became a state. He lived in Lincoln County, home of Billy the Kid and Sheriff Pat Garrett, and they say he could shoot cans off a fence post with his Colt .45 at full gallop.

After losing his wife, José raised six daughters and a son and taught his daughters to cook. He grew his own vegetables and peppers and turned them into salsa, an art he passed down to his children.

His daughter Estelle married Al Zakany, who was training in Clovis with the Army Air Corps during WWII, and moved with him to Zanesville, Ohio. Their sons opened a restaurant built on José's "New Mexican" recipes.

In 1989, their son Mike saw potential in the restaurant's salsa. He perfected his grandfather's recipe, and "The Salsa King" went on to win blue ribbons in national competitions in the US and Canada.

We believe José Madrid is the best-tasting salsa you'll ever try, and we have the awards to back it up.

Salsa facts

✓ All natural
Made from fruits, vegetables and spices

✓ Low sodium
Every flavor

✓ Low calorie
Every flavor, and cholesterol free

✓ Fat free
All except Chipotle Con Queso (1 g per serving)

✓ Gluten free
All except Chipotle Con Queso

✓ No nuts
None of our 25 salsas contain nuts

✓ Low sugar
Fruit salsas: 2 g of honey per 2 tbsp. All others: no added sugar

✓ Contains garlic
All 25 flavors contain garlic

Good to know

- Raspberry and Roasted Garlic & Olives are our best sellers.
- Fruit salsas are great over chicken, pork, fish or cream cheese.
- Original Mild, Hot and X-Hot are smooth, with no chunks and no onions.
- Clovis Medium and Ghost of Clovis are chunkier, contain onions, and are named for Clovis, NM (no cloves!).
- Cilantro is only in the two Garden Fresh Cilantros (lots of it) and the three Spanish Verdes (just a little).
- Chipotle Con Queso contains cheese and is the only flavor that isn't gluten free.
- Recipes are on most jars and at www.JoseMadridSalsa.com.

Fundraising safety tips

Safety is our main priority. Please go over these with every seller.

✓ DO

- Be safe, be smart and use common sense.
- Make a list of friends, family, relatives and neighbors to contact.
- Sell by phone: call family and friends and ask them to support your group.
- Ask parents to take an order sheet and Flavor Guide to work.
- Use the buddy system. Never sell alone.
- Parents: stay involved in every activity, and approve the adult supervising the fundraiser.
- Follow all the instructions provided.

✗ DON'T

- Don't go door to door without close adult supervision.
- Don't let children carry collected money unless a responsible adult is with them.
- Don't carry large amounts of cash.
- Don't talk to strangers.
- Don't go out after dark.

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