Salsa Facts & Safety Tips

Share with sellers, parents & curious customers

Hand crafted in Zanesville, Ohio since 1989

Our Story

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 could shoot cans off a fence post with his Colt .45 at full gallop.

After losing his wife, José taught his six 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 in WWII, and moved to his hometown of Zanesville, Ohio. Their sons opened a restaurant built on José's "New Mexican" recipes.

1989 Son Mike saw the potential in the restaurant's salsa and perfected his grandfather's recipe. Mike *"The Salsa King"* Zakany's salsas have since won **blue ribbons in national competitions in the US and Canada**.

José Madrid makes 25 flavors. This fundraiser features 9 favorites.

Salsa Facts – the 9 in this kit

Flavor	Heat /10	Gluten free	Fat free	Honey-sweetened	Cilantro	Smooth, no onions
FRUIT						
Raspberry Mild	3	✓	✓	✓		
Mango Mild	2	✓	✓	✓		
Roasted Pineapple Habanero X-Hot	7.5	✓	✓	✓		
SPECIALTY						
Chipotle Con Queso Medium (contains cheese)	5	✗	1 g			
Black Bean Corn Poblano Medium	5.5	✓	✓			
Garden Fresh Cilantro Mild	4	✓	✓		lots!	
Jamaican Jerk Medium	7	✓	✓			
ORIGINALS						
Original Mild	3	✓	✓			✓
Original Hot	6	✓	✓			✓

- **Every flavor:** all natural, low sodium, cholesterol free, very low calorie, **no nuts**. **All contain garlic.**
- **Sugar:** fruit salsas have only 2 g added sugar (honey) per 2 tbsp. All others have **0 added sugar**.
- **Best sellers:** Raspberry is our #1. Black Bean Corn Poblano is extremely popular too.
- **Beyond chips:** fruit salsas are great over chicken, pork, fish, or cream cheese. Recipes are on most jars and at JoseMadridSalsa.com.

Fundraising Safety Tips

Safety is our main priority. Parents must be involved with every fundraising activity. Be safe, be smart, and use common sense.

✓ Sellers, DO

- Make a list of family, friends, relatives & neighbors to contact first.
- Use the phone to call family and friends.
- Use the **buddy system** — never sell alone.
- Follow all the instructions you were given.

Parents, please

- Be involved with each fundraising activity.
- Approve the adult supervising any event.
- Take a tracking sheet and salsa menu to work.
- Allow door-to-door sales only with close adult supervision.

✗ Never

- Let children carry collected money without a responsible adult.
- Carry large amounts of cash.
- Talk to strangers.
- Go out selling after dark.

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