PLEASE SUPPORT

Kal-Val Saddle Club

A Jose Madrid Salsa fundraiser

Jose Madrid Salsa is proud to partner with Kal-Val Saddle Club.

50% of every purchase goes straight to the group!



9	$10	$5	Shipped
hand-crafted gourmet flavors	per jar, mild to hot and fruit salsas	to the group from every jar sold	straight to your door

HOW TO ORDER

1. Scan the QR code, or visit our page: **fundraising.josemadridsalsa.com/groups/kal-val-saddle-club**
2. Pick your favorite flavors, $10 a jar.
3. Check out online. Your salsa ships to your door.
4. 50% of your purchase is credited to Kal-Val Saddle Club automatically. Thank you!

SCAN TO ORDER

AWARD-WINNING SALSA · National awards in the United States, Canada and Texas

Questions? We are happy to help.

Fundraising@josemadridsalsa.com · 740-521-4304

Hand crafted in Zanesville, Ohio

How to Launch Your Fundraiser

"Fund Raising the Healthy Way" · 9 award-winning flavors · 2026 Kit

740-521-4304
mike@josemadridsalsa.com
JoseMadridSalsa.com

$10 Customer pays per 13 oz jar = **$5** **Your group keeps** 50% profit, every jar + **$5** Sent to José Madrid for the salsa

Pick your plan

MOST POPULAR · NO RISK

Plan A – Pre-Sell

Take orders first, then buy exactly what you sold.

1. **Hand out the kit.** Give each seller a *Sales Tracking Sheet*, the *Salsa Menu*, and the *Facts & Safety Tips*.
2. **Tell us you're starting.** We'll list your group online for out-of-town family and send a flyer sellers can email.
3. **Sell.** Sellers collect **$10/jar at time of order**, checks payable to **your organization**.
4. **Compile.** Collect all tracking sheets; the Excel workbook totals them for you.
5. **Submit your final order** at **fundraising.josemadridsalsa.com/submit** once it's 100% final, then pay $5/jar.
6. **Deliver.** We fill your order as submitted; it arrives in about a week. Sort by seller and hand out.

FASTEST · SELL FROM INVENTORY

Plan B – Buy, Then Sell

Order salsa up front and sell jars on the spot.

1. **Choose quantities** on the *Order Form*. Order in cases of 12.
2. **Submit & pay.** Enter your final order at **fundraising.josemadridsalsa.com/submit**, then pay $5/jar using any option below.
3. **Sell at $10/jar** at games, bazaars, concessions, church and office events — keep the menu on the table so buyers can pick by heat.

Tip: Not sure what to order? Lean on the best sellers — Raspberry Mild and Black Bean Corn Poblano — then round out the mix with mild, medium, and hot choices.

Set a goal

If your group sells…	Cases	Collected	Send to José Madrid	Your profit
48 jars (≈ 4 per seller, 12 sellers)	4	$480	$240	**$240**
96 jars (8 per seller, 12 sellers)	**8**	**$960**	**$480**	**$480**
240 jars (12 per seller, 20 sellers)	20	$2,400	$1,200	**$1,200**

Submit your final order

Your order is placed when you submit it at fundraising.josemadridsalsa.com/submit. Only submit once it's 100% final.

1. Confirm it's final: every Tracking Sheet is in, and jars and money match.
2. Go to **fundraising.josemadridsalsa.com/submit**.
3. Enter your Order Form info: organization, contact, shipping address, jars of each flavor.
4. Submit. That tells us to fill your order exactly as entered.

Then pay $5/jar: credit card at **fundraising.josemadridsalsa.com** · check payable to **"Jose Madrid Salsa"**, P.O. Box 1061, Zanesville, OH 43702-1061 · or call **740-521-4304** with a card.

Coordinator Checklist

Check off each step — everything you need from kickoff to delivery.

Before you start

- ☐ **WEEK 0** — Pick Plan A or Plan B and set a jar goal (page 1).
- ☐ **WEEK 0** — Set a **sales deadline** (2–3 weeks works best).
- ☐ **WEEK 0** — Call **740-521-4304** or email us to get listed online.
- ☐ **WEEK 0** — Print one Tracking Sheet, Menu, and Safety sheet per seller.
- ☐ **WEEK 0** — Write your group name & deadline on each Tracking Sheet.

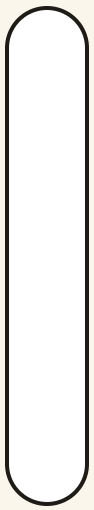
During the sale

- ☐ **WEEK 1** — Kickoff: review the **safety tips** with sellers & parents.
- ☐ **WEEK 1** — Share the online link & flyer with sellers to email family.
- ☐ **WEEK 2** — Mid-sale reminder — post progress on the goal meter.
- ☐ **DEADLINE** — Collect every Tracking Sheet **and the money**.

Order & deliver

- ☐ **DEADLINE** — Enter each seller's totals in the Excel **Seller Tally** tab.
- ☐ **DEADLINE** — Check the Order Form: totals, contact & **shipping address**.
- ☐ **DEADLINE** — Submit your final order at **fundraising.josemadridsalsa.com/submit**, then pay $5/jar.
- ☐ **+ 7–10 DAYS** — Salsa arrives. Sort jars by seller using the Tracking Sheets.
- ☐ **DELIVERY** — Sellers deliver to customers. Celebrate — announce the total!

Our Goal Meter



Goal: $ _____

75%: $ _____

50%: $ _____

25%: $ _____

Start: $0

Color it in as orders come in. Post it where sellers see it.

FAQ

How fast does salsa ship?
Within 10 days of payment — usually within a week.

Who do customers make checks out to?
Your **organization**. Your group then pays José Madrid Salsa.

Allergies?
No nuts in any flavor. All are gluten free except Chipotle Con Queso (contains cheese). All contain garlic. See the Facts sheet.

Can out-of-state family buy?
Yes — tell us you're starting and we'll list your group online.

The Salsa Menu

9 gourmet flavors · hand crafted in Zanesville, Ohio since 1989

$10 per 13 oz jar

Our recipes were handed down from **José Madrid** of Clovis, New Mexico, to his grandson, Mike *"The Salsa King"* Zakany. Every jar is made from fruits, vegetables, and spices, so they're all naturally **low in sodium, low in sugar, and low in calories**. We've won national awards in two countries — taste why!

Fruit Salsas

Ripe fruit + tomatoes, chilies & spices, lightly sweetened with honey. Only 2 g sugar per serving.



Raspberry

MILD ■■□□□□□□□□

Our icon and #1 seller — national award winner in two countries. Just 10 calories per serving.

Try it: poured over cream cheese with crackers



Mango

MILD ■■□□□□□□□□

The mildest jar in the lineup. Sweet, ripe mango with a gentle salsa finish.

Try it: over grilled chicken, pork, or fish



Roasted Pineapple Habanero

X-HOT ■■■■■■■■□□

Roasted pineapple sweetness meets habanero fire. The hottest jar in this kit.

Try it: on fish tacos or pork

Specialty Salsas

What makes us unique — a wide range of bold flavors.



Chipotle Con Queso

MEDIUM ■■■■■□□□□□

Cheese blended into our smoky chipotle salsa for a fantastic dip. *Contains dairy; not gluten free.*

Try it: with tortilla chips at game time



Black Bean Corn Poblano

MEDIUM ■■■■■■□□□□

Hearty and extremely popular — loaded with black beans, corn, and poblano peppers.

Try it: spooned over a burrito



Garden Fresh Cilantro

MILD ■■■□□□□□□□

Made with a LOT of garden fresh cilantro. Cilantro lovers can't get enough.

Try it: on tacos, eggs, or rice bowls



Jamaican Jerk

MEDIUM ■■■■■■■□□□

Co-created with a chef from a Jamaican resort hotel — a trip back to your Caribbean vacation.

Try it: on chicken or shrimp

Original Salsas

The recipes that started it all in 1989. Smooth — no chunks, no onions.

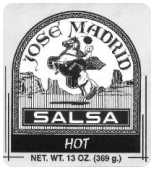


Original Mild

MILD ■■■□□□□□□□

José's classic recipe, smooth and full of flavor. A safe bet for every crowd.

Try it: the everyday chip-and-dip salsa



Original Hot

HOT ■■■■■■□□□□

The same smooth original with a serious kick for heat seekers.

Try it: on nachos, burgers, or scrambled eggs

✓All natural ✓Low sodium ✓Cholesterol free ✓No nuts ✓Recipes on most jars

Buy from: _____

For: _____

Out of town? Order online and ship to your door:
fundraising.josemadridsalsa.com
Participating groups are listed on the site.

Sales Tracking Sheet

"Fund Raising the Healthy Way"

$10 per jar · choose any flavors · **your group keeps 50%**

Collect payment when you take the order. Checks payable to **your organization**.

ORGANIZATION _____

SELLER NAME & PHONE _____

TEACHER / COORDINATOR _____

TURN IN SHEET & MONEY BY _____

				FRUIT			SPECIALTY				ORIGINALS		TOTALS		
#	Customer name	Address (for delivery)	Phone or e-mail	Raspberry MILD 3	Mango MILD 2	Rst. Pineapple Habanero X-HOT 7.5	Chipotle Con Queso MEDIUM 5	Black Bean Corn Poblano MEDIUM 5.5	Garden Fresh Cilantro MILD 4	Jamaican Jerk MEDIUM 7	Original Mild MILD 3	Original Hot HOT 6	Total jars	Total due ($10 × jars)	Paid ✓
ex	*Jane Smith*	*123 Main St.*	*555-0100*	*2*			*1*						*3*	*$30*	✓
1															
2															
3															
4															
5															
6															
7															
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11															
12															
13															
14															
15															
16															
17															
18															
19															
TOTAL ALL COLUMNS →															

Coordinator: copy the **Total All Columns** row into the Excel *Seller Tally* tab. Money turned in: $_____

Out-of-town buyers? They can order online at **fundraising.josemadridsalsa.com** and have salsa shipped directly.

Stay safe: sell with a buddy and an adult, never after dark, and never carry large amounts of cash.

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.

José Madrid Salsa · P.O. Box 1061, Zanesville, OH 43702-1061 · 740-521-4304 mike@josemadridsalsa.com