



## New Verde Salsa to hit the shelves...

January 31, 2019

PRESS RELEASE

### **2 Sisters' Salsa Company adds new Verde Salsa to their growing line of products.**

2 Sisters' Verde Salsa was created for customers who enjoy fresh, healthy salsa full of flavor and perfect for any occasion. Serve as a crowd-pleasing dip or as the secret ingredient in your favorite Mexican recipes.

2 Sisters' Verde Salsa combines the finest and freshest ingredients; all fresh produce, fresh tomatillos, and is sugar free and gluten free. Our Verde Salsa delivers consistently a fresh texture and just the right amount of flavor. 2 Sisters' Salsa prides itself on excellent quality, taste and together delivers the perfect blend of flavor and spice.

2 Sisters' Salsa takes everyone's favorite snack and elevates it with the addition of a savory blend of Cajun spices. The salsa, available in Original, Fiesta, Jalapeno, Honey and now New Verde, was handcrafted in the heart of Louisiana from authentic Cajun recipes.

The salsa company, which started in 2015, already has a place on the shelves in a host of several large supermarkets and boutique grocery stores across the country. Most recently, they are adding a variety of heavy-hitting chains to their distribution list – Walmart, Winn Dixie, Brookshire Brothers, Albertsons, United Supermarkets, Super 1 Foods, Food Depot and Rouses, to name a few. The company was designed with these type of large-scale expansions in mind.



In fact, it was built for them, literally.

“The facility where we produce our product was built for the present and the future,” explains CEO/President Patrick Deshotels. “We can meet current demand, but we can also expand further in the years to come.”

To find out where 2 Sisters' Salsa is carried nearest you and to hear the story of how a bumper crop of tomatoes and a love for Cajun cooking led to an industrial operation, visit [www.2sisterssalsa.com](http://www.2sisterssalsa.com).

## How I Got Here: 2 Sisters' Salsa owner Patrick Deshotels

**The Advocate**  
**By Adam Daigle**

*Patrick Deshotels is the owner of 2 Sisters' Salsa, an Avoyelles Parish-based family business that began in 2015 and is now in grocery stores in 21 states in its unique square jar. It was named for the Deshotels' two daughters. 2 Sisters Salsa recently launched a honey-salsa flavor.*

The idea to make salsa was absolutely because of an abundance of tomatoes; not the idea to start a salsa company. Once we made the salsa and really liked the unique taste, the idea started to formulate of starting a salsa packaging company.

My entire background is farming. I was raised on a farm and am currently a farmer. Along with my brother, we farm approximately 10,000 acres of rice, soybeans, corn, crawfish and wheat. After receiving my degree from LSU in AG Business, I decided to come back to my roots and farm.



The kids are involved on a limited basis because of their ages. The intent is that once they get their degrees, they will have an opportunity to join this business should they choose.

There was not really a specific point where we thought we were on to something. It is a work in progress that we truly believe in. Our hard work will pay off in the future with something to be proud of.

The salsa is made with all fresh produce and is handcrafted in the heart of Louisiana from authentic Cajun recipes and our own blend of seasonings. We have an extremely strong and effective promotional program.

We wanted something unique that would stand apart on the shelves. To our knowledge, we have the only square jar on the market.

The salsa is available in Original, Fiesta and Jalapeno flavors. In January we will release our Honey Salsa made with fresh Louisiana honey. In the spring, we will release our Verde Salsa made with fresh tomatillo tomatoes.

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