

PRESS RELEASE

Los Alamitos, CA - The world-famous Hatch chiles are coming back in season in late July, just ahead of their usual August start date. Frieda's Specialty Produce is kicking off the season with strong supplies and high-quality product, just in time to include in grilling promotions.

"Hatch chiles are exclusively grown in Hatch, New Mexico, and are beloved by native New Mexicans, foodies and chile heads around the country for their limited availability and addictive flavor," said Alex Berkley, director of sales at Frieda's. "The season is starting up earlier this year, and it's the perfect opportunity to boost summer sales."

Dedicated fans drive across town—and state lines—to stock up on Hatch chiles by the case. "Hatch has become the LTO (limited time offer) pumpkin spice of the summer," said Berkley. "We are seeing Hatch merchandised all over the store including produce, prepared foods such as Hatch mac and cheese or Hatch potato fritters, and Hatch-flavored items in the center aisles like potato chips, sauces, salsas and even alcohol.

You can find Frieda's Hatch chiles in a Frieda's-branded 25-lb. case and 8/2-lb. retail pouches in all available heat levels. The 2-lb. package helps with accurate ring through and creates ease for shoppers who are on the go.

Frieda's works closely with its grower partners to ensure excellent quality and strong supply through September. Get 'em while they last by calling Frieda's today to pre-book your Hatch chiles!

About Frieda's Inc.

Frieda's Specialty Produce has been inspiring new food experiences for friends, families and food lovers everywhere since 1962. From kiwifruit and dragon fruit, to Stokes Purple® sweet potatoes and habanero peppers, Frieda's has introduced more than 200 unique fruits and vegetables to the U.S. marketplace. Founded by produce industry trailblazer Dr. Frieda Rapoport Caplan, subject of the 2015 documentary "Fear No Fruit," the family company is owned and operated by Frieda's daughters, Karen Caplan and Jackie Caplan Wiggins, in Orange County, California. Find Frieda's on [Facebook](#), [@FriedasProduce](#) and [Friedas.com](#). Inspire. Taste. Love.

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