



# Discover Cheese & Queso Sauce Mixes.

Did you know **81%** of consumers polled say they either like or love cheese with  $\frac{1}{3}$  eating cheddar cheese multiple times per week?<sup>1</sup> In addition, younger consumers are looking for **bolder** and **spicier** flavors (71% and 62% respectively).<sup>2</sup>

Our new Foothill Farms® Cheese & Queso Sauce Mixes meet and exceed these demands! They're practical, versatile, shelf-stable and oh-so delicious. Tasting is believing! Try a sample of our new cheese sauce mixes today!



## WHY FOOTHILL FARMS® CHEESE & QUESO SAUCES?

### RIISING DEMAND.



Queso blanco is one variety to consider closely as it contributed 34% of the 5.6% growth in sales in 2023.<sup>4</sup>

### CHECKS ALL THE BOXES.

Creamy? Indulgent? Comforting? Check! Foothill Farms® dry cheese sauce mixes satisfies top cravings easily. Just add hot water!



Use across  
all dayparts:

- Breakfast
- Lunch
- Dinner
- Snacks



Versatile x 10!

- Toppings
- Dips
- Tossable
- Sandwiches

### PLAYS WELL WITH OTHERS.

Cheese sauce is a great add-on to level up items you're already serving. Here are the most popular items to pair with it:<sup>5</sup>



15.3%  
French  
Fries



12.9%  
Sandwich



11.1%  
Nachos



10.5%  
Mac and  
Cheese

### JUST SAY NO.

With Foothill Farms® Cheese & Queso Sauce Dry Mixes, you can say goodbye to these pesky issues.

- Can clutter
- Metallic taste
- Stove requirement
- Milk requirement
- Refrigeration requirement
- Shredding cheese loaves

## EZ PREP MEANS QUICK-TO-FIX, EASY TO HOLD.



### STEP 1

Start with a clean Foothill Farms® mixing bucket & fill with liquid to the indicated line.



### STEP 2

Add 1 bag of mix & stir with wire whisk until completely dissolved (about 2 minutes).



### STEP 3

Pour mixture into heating element, serving cups, or cover and place in refrigerator.



*One Bag*  
**ENDLESS  
VERSATILITY**

## NO LABOR, NO PROBLEM.

Labor shortages are becoming a fact of life as they impact businesses nationwide. Count on the Foothill Farms® brand for products that are quick and easy to prepare, providing high quality without high labor costs.





## HOT OR COLD FOOTHILL FARMS® PRODUCTS OFFERS VERSATILITY

### HOT APPLICATIONS

- Mac & Cheese
- Loaded French Fries
- Philly Cheese Steak
- Queso Dip with Chips
- Smothered Burritos
- Omelets
- Loaded Hash Browns
- Breakfast Bowl
- Mexican Queso Sauce

### COLD APPLICATIONS

- Cold Pack Cheese Dip
- Cold Pack Seafood Dip with Crab Meat
- Cold Pack Horseradish & Bacon
- Cold Pack Pimento Cheese



## HIGHLY VERSATILE

Foothill Farms® Cheese & Queso Sauce Mixes are delicious, durable, and functional. They are able to hold on hot bars for extended periods of time, use them in recipes, and add them into assembly prep.

## Speed Scratch Mix

- Made-from-scratch taste
- Consistent quality
- Easy to prepare



## Fastest Growing Dips

(GROWTH IN  
MENU MENTIONS  
Q4 2019 – Q4 2022)<sup>3</sup>:

- Queso/Cheese Dip: +6%
- Chili Con Queso: +22%





## DRY MIXES VS. READY-TO-USE CHEESE SAUCES

Compared to the leading national ready-to-use cheese sauce brand, Foothill Farms® Cheese & Queso Sauce Dry Mixes offer the same great taste and mouthfeel but with major financial relief to operators who are struggling with costs incurred from fresh cheese sauce products.

DRY MIX		READY TO USE
Cheddar Cheese Sauce 1260 fl oz Queso Cheese Sauces 789 fl oz	TOTAL CASE YIELD	480 oz
100% of product is used	PRODUCT LOSS	Residual product sticks to plastic bags & can't be recovered
18 months	SHELF LIFE	7-9 months
Dry mixes weigh less so cost less to ship	SHIPPING COSTS	Heavy cases mean higher shipping costs
No	REFIGERATION REQUIRED	Yes
Just add hot water	RECONSTITUTION	Milk and a stove are required



## FOOTHILL FARMS® CHEESE & QUESO SAUCE MIXES

Foothill Farms® Cheese Sauce Mixes	KPFG Code	Pack Size	Case UPC	DOT Foods Code	Case Weight (LBS)	Case Cube	Pallet Count	Servings Per Case	Servings Per Bag	Serving Size (Prepared)	Case Yield in Fluid Ounces	Gluten Free
Nacho Cheese Sauce Mix	080T-T0700	8/16 oz	10000645000806	430361	8.8	0.40	16 x 8	312	39	1/4 cup	624	
Cheddar Cheese Sauce Mix	FHFA020002	8/32 oz	10072058635401	773473	16.9	0.59	15 x 6	632	79	1/4 cup	1260	
Superior Melt™ White Queso Cheese Sauce Mix	FHFA020003	8/2 lbs	10072058635418	774329	17.0	0.93	10 x 5	376	47	1/4 cup	789	x
Superior Melt™ Yellow Queso Cheese Sauce Mix	FHFA020004	8/2 lbs	10072058635425	774330	17.0	0.93	10 x 5	376	47	1/4 cup	789	x
Classic Alfredo Sauce Creamy Parmesan Mix	090T-T0700	8/19.0 oz	10000645000905	430367	10.3	0.40	16 x 8	320	40	1/4 cup	640	x
Deluxe Alfredo Sauce Creamy Parmesan Mix	575T-T0700	8/14.0 oz	10000645005757	430376	7.7	0.32	16 x 10	304	38	1/4 cup	608	x
Monterey Jack Cheese Sauce Mix	106T-T0700	8/15.5 oz	10000645001063	430373	8.5	0.40	16 x 8	304	38	1/4 cup	608	

To learn more or to order free samples, scan one of the QR codes with your phone's camera or contact your Foothill Farms® representative.

1 Datassential, The Big Cheese (Trends & Insights Report), 2024

2 BOA 6/2023

3 Mintel Menu Insights 2022, Q4 2019 - Q4 2022

4 Circana, Supply Track®, Category: Cheese Based Sauces/Liquid Cheese, 12 months ending December 2023 vs. 12 Months ending December 2022.

5 tastewise.io, Cheese sauce consumption trends, analysis and statistics 2024 report



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AT [FOOTHILLFARMS.COM](https://FOOTHILLFARMS.COM)



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