

Spring 2024

# GUAC YOUR WORLD

## Sabra® Canada expands its guacamole portfolio with two fresh-tasting flavours in time for spring snacking

It's easy being green, especially when two new avocado-based dips are about to hit store shelves across the country. Just in time to create springtime snacks, Sabra expands its guacamole offerings with craveable **Classic with Lime** and **Mexican Street Corn** Inspired guacamole varieties, bursting with hand-scooped Hass avocados and seasonings, and now available from coast-to-coast.

Joining Sabra's existing Classic and Spicy versions, these tasty guacs are more than just on-trend flavour-wise, as Canadians continue to eat smaller meals more frequently throughout the day.

According to the fifth annual Snack Index, snacks are moving to the centre of the plate, as more consumers are integrating their favourite products into meals, up 35% over previous years. The poll confirms that, once a week, over half of consumers proudly use snacks as a key ingredient in no-prep dinners, while more than one-third seize this opportunity multiple times a week.\*

In addition to this, Canada's recently released Food Price Report 2024 found that health appears to be the top priority for Canadians in 2024, with 14.9% planning to make healthier food choices.\*\*

## GUAC TO THE RESCUE

As Canadians seek new ways to nourish their bodies, guacamole (which contains avocados and their healthy fats), is one way to help consumers bring delicious plant-forward choices to their tables.

Sabra's entire plant-based guacamole lineup is delicious, gluten-free, kosher and vegan. As a refrigerated dip, all flavours pair perfectly with pita chips, pretzels, colourful veggies, and work equally as well as a spread, on a snack board or atop tacos.



# MAKE IT A FIESTA

If it's Mexican-inspired food you're craving, guacamole is extremely versatile: Not only can you dip it, spread it or spoon it, it can act as inspiration as part of a meal or gathering, such as a Tostada Tuesday Board (recipe following) or a Street Corn Guacamole version, featuring Elote flavourings. Look for the newer flavours, available in 397g containers, now widely available across Canada.



## Mexican Street Corn Inspired Guacamole

Inspired by the delicious flavours of Mexico, this guacamole features juicy sweet corn, lime juice and chipotle powder, combined with hand-scooped, Mexican-grown Hass avocados.

### Don't forget the originals!



**Classic** – a chunky, homestyle recipe made with ripe avocado, fragrant cilantro, tangy lime juice, and fresh tomato.

## Classic with Lime Guacamole

Sabra's authentic recipe combines the fresh taste of lime with its Classic guacamole, made with Mexican-grown Hass avocados. Flavourful and chunky – just like homemade.



**Spicy** - gets extra heat from jalapeño peppers!

## TOSTADA TUESDAY BOARD

### Preparation Time:

about 10–15 minutes

Makes 4 servings

- 4** tostada shells
- ¾ cup** Sabra® Mexican Street Corn Inspired Guacamole
- 1 cup** canned pinto beans
- ¼ cup** pico de gallo or salsa
- ½ cup** shredded lettuce
- ¼ cup** crumbled cotija cheese

**Optional garnishes:** cilantro, chopped red onion and pickled jalapeños

### Directions:

- 1.** Cook the beans in a small saucepan over medium-high heat for 5 minutes or until half of the liquid has reduced and the beans are soft.
- 2.** Spoon about ¼ cup of beans over each tostada shell. Top with about 2 tablespoons guacamole, 1 tablespoon pico de gallo, 2 tablespoons shredded lettuce and 1 tablespoon crumbled cotija cheese. Garnish with any or all of the optional ingredients.

For additional information or photos, please contact:

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#SabraCanada

## ABOUT SABRA® CANADA

Sabra Canada offers delicious, creamy hummus inspired by authentic Mediterranean recipes, featuring a large variety of flavours topped with savoury garnishes. Included in its portfolio is a variety of delicious guacamoles. Sabra's range of offerings includes various items that are non-GMO, vegetarian, gluten-free, Kosher and vegan. Sabra products can be found in major grocery stores and mass retailers across the country. For more information about Sabra Canada Inc. visit @SabraCanada; or Facebook.com/SabraCanada

Sabra Canada is a subsidiary of Sabra Dipping Company, LLC, a U.S./Canadian joint venture between PepsiCo and Strauss Group.

\*<https://www.pnnewswire.com/news-releases/frito-lays-us-snack-index-predicts-2024-trends-amidst-an-increasing-time-crunch-302019073.html>

\*\* <https://retail-insider.com/retail-insider/2023/12/2024-food-in-canada-to-look-much-different-than-year-prior-op-ed/>