



**iHola!**  
**CHURROS®**

*Crave the Joy*



# Crave the Joy

**with iHola! Churros®**



Today, more than ever, Americans are looking to add more fun into their lives. One of the ways they are doing that is through global flavors. As a leader in serving fun and innovation in the snack food industry, J&J Snack Foods is happy to present our exciting, new brand, iHola! Churros®! Combining Tio Pepe's and California Churros into one, iHola! Churros® allows you to elevate America's fastest-growing dessert\* under one high-impact brand that can leverage craveable appeal and profitable results. iHola! Churros® are easy to serve, authentically delicious, and ready to make your menus shine.

\*Datassential, June 2022



## Moving

# Mainstream

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Churros are quickly gaining popularity as a dessert, snack, breakfast item and so much more.



### **+34% in past 4 years**

Churros offer a familiar cinnamon sugar flavor with a global twist. They are the perfect dessert for any restaurant.

### **+77% in past 4 years**

Bite sized churros are ideal as an ice cream topping, dipped in coffee, and even served in drive-thrus or grab & go locations.



### **+80.7% in past 4 years**

Think beyond pastries or donuts. Churros are the perfect breakfast item that are easy to use for take out for office meetings, school events, parties, and more.

\*Datassential, December 2023



# Find the iHola! Churros!®

# Right For You

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## Authentic Spanish Style

*Previously Known as California Churros*

Authentic and cake-like, the iHola! Authentic Spanish Recipe is a go-to for menu creativity. It's available in a variety of shapes and sizes and can be ordered with delicious fillings ranging from Bavarian cream to fruit.

## Southwest Crispy Recipe

*Previously Known as Tio Pepe's*

Our iHola! Southwest Crispy Recipe uses corn flour for an authentic crunch in every bite. This crispy style churro has a light and fluffy interior with a crispy exterior. These churros can be ordered in a variety of different sizes with delicious fillings.

## Shapes Built For Your Success

### Loops For Sharing At The Table

*(Available in Authentic Spanish Style)*

### Churro Bites For Dipping Or Topping

*(Available in Authentic Spanish Style and various lengths)*

### Churros For Saucing, Sprinkling Or Dipping

*(Available in Southwest Crispy or Authentic Spanish Style and various lengths)*

## Head to School With Whole Grain

### Fruit & Bavarian Cream Filled

*(Available in Southwest Crispy Style)*

### 51% Whole Grain For K-12

*(Available in Southwest Crispy or Authentic Spanish Style, filled or unfilled, and an individually wrapped option)*

# The Dessert for Every Destination

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**iHola! Churros®** are easy to add to menus in a variety of places.

## **Full-Service Restaurants**

Serve as a unique dessert, savory appetizer or sharable accompaniment to coffee and cappuccino.

## **Fast Food & Fast Casual**

Quick to prep and can be promoted as a convenient dessert or snack for drive-thrus or takeout.

## **Convenience Stores**

Bites are perfect for all-day snack or breakfast and can stay warm up to 20 minutes in a small box.

## **K-12**

Whole Grain and individually wrapped options, available in bulk.

## **College & University**

Easy to grab and go, easily shareable, great for catering.

## **Theme Parks & Sports Venues**

Easy to prepare and can be coated with colored sugars and sprinkles to match sports team colors.



### Southwest Crispy Style

Product Code	Product Description	Size	Pack
3314	Mini Churro	5"	~200
3317	King Size Churros	16"	~100
3321	Regular Size Churros	10"	~100
3328	Regular Size Churros w/ Cinn/Sug Packet	10"	~100
3329	King Size Churros w/ Cinn/Sug Packet	16"	~100
3341	Double Twisted Churros King Size	16"	~65
4113	Mini Bavarian Crème Filled	5"	~100
4164	Double Twisted Churros Reg Size w/ Cinn/Sug Packet	10"	~50

### Authentic Spanish Style

Product Code	Product Description	Size	Pack
4185	Churro Bites	2"	~500
40011830	Mini Size	5"	~200
40013720	Regular Size	10"	~100
40013800	Churro Bun	3.5 oz.	~50
40018720	King Size	16"	~100
40023510	Regular Size	10"	~50
41805	Authentic Loop Churro	3"	~250
35091	Churro Fries	4"	~530

### Authentic Spanish Style *Filled Churros*

Product Code	Product Description	Size	Pack
40023511	Apple	10"	~50
40023512	Bavarian	10"	~50
40023513	Strawberry	10"	~50
40023514	Cajeta	10"	~50
40003723	Strawberry	10"	~100
40013722	Bavarian	10"	~100
40013724	Cajeta	10"	~100
003196	Chocolate	10"	~100
3195	Chocolate Bites	2"	~200

### 51% Whole Grain

Product Code	Product Description	Size	Pack
41110	51% Whole Grain Apple - Bulk	1.9 oz.	~100
41112	51% Whole Grain Raspberry - Bulk	1.9 oz.	~100
41114	51% Whole Grain Cinnamon - Bulk	1.48 oz.	~100
41147	51% Whole Grain Apple - I/W	1.9 oz.	~100
41148	51% Whole Grain Raspberry - I/W	1.9 oz.	~100
41149	51% Whole Grain Cinnamon - I/W	1.48 oz.	~100

### iHola! Churros® Merchandising

Product Code	Product Description	Size	Pack
7128	Churros Sleeves	N/A	~1000
41816	Open Top Sleeve 14"	N/A	~1000
41815	Churros Sleeves	N/A	~2000



Contact your J&J Snack Foods representative or broker to order your iHola! Churros® today. [Churros.com](http://Churros.com)

**J&J SNACK FOODS**  
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