



MAX OUT WITH MEXICAN

STAND OUT WITH EXCITING FLAVORS FROM MEGAMEX CONVENIENCE.



MegaMex
CONVENIENCE

TURN UP THE FLAVOR. STAND OUT FROM THE CROWD.

Attracting more customers means putting more over-the-top flavor, more exciting variety, more more all over your store. And MegaMex Convenience offers more than you can imagine.

The brands consumers love. The formats you demand. The flavors that attract consumers far and wide. All right in your hands.



MAXIMIZE THE MOMENT

Mexican cuisine is getting attention, and you can get some, too.

- 75% of consumers are interested in international foods and fusion creations¹.
- Mexican is the largest ethnic category by sales with \$9.3B per year¹.
- 3 out of 4 Gen Z patrons name Mexican as their favorite cuisine².

¹ Convenience Mintel 2025

² <https://cstoredecisions.com/flavors-driving-convenience-store-success/> + Datassential



CHOOSE AUTHENTIC MEXICAN FLAVOR.

MegaMex Convenience offers REAL Mexican solutions for your c-store. With our extensive portfolio of burritos, taquitos, guacamole, salsa and more, all from brands with rich, authentic histories, you can bring the spirit of Mexico to every consumer across the store:

- Hot Case
- Cold Case
- Back of House
- Roller Grill
- Center Store

MEXICAN FLAVOR IS HEATING UP



Stock your hot case with **DON MIGUEL®** Mini Tacos, Taquitos and Flautas, and you're tapping into an unbeatable opportunity.

DID YOU KNOW?
Only 4 out of 10 convenience operators are currently offering tacos¹, leaving a big gap in consumer demand. Choose **DON MIGUEL®** products and you can fill it with the **#1 mini taco in c-stores²**.

HOT CASE

ITEM #	PRODUCT	CASE PACK	PACKAGING	GTIN
DON MIGUEL® Bulk Tacos & Flautas				
65768	DON MIGUEL® Beef Mini Tacos	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	200-27086-07882-6
119036	DON MIGUEL® Beef Mini Tacos (w/boxes)	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	100-27086-19036-1
118957	DON MIGUEL® Chicken & Cheese Mini Tacos	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	100-27086-18957-0
119035	DON MIGUEL® Chicken & Cheese Mini Tacos (w/boxes)	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	100-27086-19035-4
136158	DON MIGUEL® Fiery Red Beef Mini Tacos	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	100-27086-36158-7
137317	DON MIGUEL® Fiery Red Beef Mini Tacos (w/boxes)	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	100-27086-37317-7
136442	DON MIGUEL® Beef Birria Mini Tacos	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	100-27086-36442-7
137313	DON MIGUEL® Beef Birria Mini Tacos (w/boxes)	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	100-27086-37313-9
136443	DON MIGUEL® Chicken al Pastor Mini Tacos	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	100-27086-36443-4
137315	DON MIGUEL® Chicken al Pastor Mini Tacos (w/boxes)	5.25 lbs. (Apx. 120 ct, 2 bags of 60)	Bulk	100-27086-37315-3
65697	DON MIGUEL® Chicken Flautas	48 / 3.5 oz	Bulk	200-27086-06955-8

¹Datassential, Convenience Report
²CIRCANA TSV & RCT PNL L52 WKE 12.01.24 & 12.29.24 & 01.29.25

GET READY TO ROLL

Generously stuffed DON MIGUEL® Taquitos are bursting with in-your-face flavor, packed with protein and offering a perfect handheld solution on the go.

The snack that brings them back. 60% of U.S. consumers are choosing Mexican handheld offerings at convenience stores more than once a week.¹

ROLLER GRILL

ITEM #	PRODUCT	CASE PACK	PACKAGING	GTIN
DON MIGUEL® MONSTER TAQUITO® Products - ROLLER GRILL				
65690	DON MIGUEL® MONSTER TAQUITO® Spicy Beef Taquitos (w/individual bags)	24 / 4 oz	Bulk	200-27086-06812-4
65703	DON MIGUEL® MONSTER TAQUITO® Egg & Sausage Taquitos (w/individual bags)	24 / 4 oz	Bulk	200-27086-06982-4
65765	DON MIGUEL® MONSTER TAQUITO® Chicken & Cheese w/Green Chiles Taquitos (w/individual bags)	24 / 4 oz	Bulk	200-27086-07879-6
143139	DON MIGUEL® Mini MONSTER TAQUITO® Beef Ranchero Taquitos (w/individual bags)	24 / 3 oz	Bulk	100-27086-43139-6
143140	DON MIGUEL® Mini MONSTER TAQUITO® Southwest Chicken Taquitos (w/individual bags)	24 / 3 oz	Bulk	100-27086-43140-2
143141	DON MIGUEL® Mini MONSTER TAQUITO® Pepperoni Pizza Taquitos (w/individual bags)	24 / 3 oz	Bulk	100-27086-43141-9
143142	DON MIGUEL® Mini MONSTER TAQUITO® TRIPLE PLAY™ Breakfast Taquitos (w/individual bags)	24 / 3 oz	Bulk	100-27086-43142-6
143143	DON MIGUEL® Mini MONSTER TAQUITO® Cheesy Pepper Jack Taquitos (w/individual bags)	24 / 3 oz	Bulk	100-27086-43143-3
143144	DON MIGUEL® Mini MONSTER TAQUITO® French Toast & Sausage Taquitos (w/individual bags)	24 / 3 oz	Bulk	100-27086-36443-4

¹ Convenience Mintel 2025

STAY CHILL ALL DAY LONG



**IT'S A BRAND NEW DAY FOR
BREAKFAST. 81% of consumers
are getting breakfast at c-stores
and they're not stopping—57%
are expected to increase their
breakfast consumption.¹**

¹ Technomic 2025

Consumers can heat and eat morning and night with **DON MIGUEL® Burritos** and **WHOLLY® GUACAMOLE** made with 100% Hass avocado.

Stock up so they can chow down. 67% of DON MIGUEL® consumers are repeat customers². As carryout and “dashboard dining” are still on the rise³, you can feed their need.

COLD CASE

ITEM #	PRODUCT	CASE PACK	PACKAGING	GTIN
DON MIGUEL® Breakfast Burritos				
65901	DON MIGUEL® Egg, Bacon & Cheese Burritos	12 / 7 oz	Individually Wrapped	200-27086-18431-2
65902	DON MIGUEL® Egg, Sausage & Cheese Burritos	12 / 7 oz	Individually Wrapped	200-27086-18432-9
65904	DON MIGUEL® THE WHOLE NINE YARDS!® Burritos	12 / 7 oz	Individually Wrapped	200-27086-18450-3
128737	DON MIGUEL® TRIPLE PLAY™ Breakfast Burrito	12 / 7 oz	Individually Wrapped	100-27086-28737-5
DON MIGUEL® Burritos				
65892	DON MIGUEL® Steak & Jalapeño Burritos	12 / 7 oz	Individually Wrapped	200-27086-18404-6
65867	DON MIGUEL® Shredded Beef & Cheese Burritos	12 / 7 oz	Individually Wrapped	200-27086-18312-4
65868	DON MIGUEL® Chicken & Cheese Burritos	12 / 7 oz	Individually Wrapped	200-27086-18313-1
DON MIGUEL® Premium Hand Made Deli Burrito				
83103	DON MIGUEL® Carne Asada Burritos (w/Cilantro Rice)	12 / 7 oz	Individually Wrapped	100-27086-83103-5
DON MIGUEL® THE BOMB® Burritos				
119027	THE BOMB® Beef, Bean & Cheese Sauce with Red Chile Burritos	12 / 12 oz	Individually Wrapped	100 -27086-19027-9
119028	THE BOMB® Beef, Bean & Cheese Sauce with Green Chile Burritos	12 / 12 oz	Individually Wrapped	100-27086-19028-6
119029	THE BOMB® Spicy Red Hot Beef & Bean Burritos	12 / 12 oz	Individually Wrapped	100-27086-19029-3
119030	THE BOMB® Chipotle Chicken Burritos	12 / 12 oz	Individually Wrapped	100-27086-19030-9
WHOLLY® GUACAMOLE Bowls (Fresh*)				
86873	WHOLLY® GUACAMOLE Spicy Bowls	8 / 7.5 oz	Bowl	106-16112-86873-4
86875	WHOLLY® GUACAMOLE Classic Bowls	8 / 7.5 oz	Bowl	106-16112-86875-8
86876	WHOLLY® GUACAMOLE Chunky Bowls	8 / 7.5 oz	Bowl	106-16112-86876-5
WHOLLY® Minis (Fresh*)				
37903	WHOLLY® GUACAMOLE Classic Minis (4-2 oz)	8 / 8 oz	Mini Cup	106-16112-03150-3
38836	WHOLLY® GUACAMOLE Spicy Minis (4-2 oz)	8 / 8 oz	Mini Cup	106-16112-03151-0
44472	WHOLLY® GUACAMOLE Chunky Minis (4-2 oz)	8 / 8 oz	Mini Cup	106-16112-03154-1
62108	WHOLLY® GUACAMOLE Avocado Verde Minis (4-2 oz)	8 / 8 oz	Mini Cup	106-16112-32018-8
37246	WHOLLY® AVOCADO 100% Avocado Minis (4-2 oz)	8 / 8 oz	Mini Cup	106-16112-03153-4
WHOLLY® Snack Pack Items (Frozen*)				
66677	WHOLLY® GUACAMOLE Classic Snack Packs	3 / 10 / 2 oz	Single Serve Packet	306-16112-35923-6
70511	WHOLLY® GUACAMOLE Classic Snack Packs (Bulk)	200 / 2 oz	Single Serve Packet	106-16112-70511-4
44452	WHOLLY® GUACAMOLE Classic Guacamole Minis	48 / 2 oz	Single Serve Cups	106-16112-03100-8

* Fresh, Never Frozen.

² CIRCANA TSV & RCT PNL L52 WKE 12.01.24 & 12.29.24 & 01.29.25

³ Technomic 2024

CENTER STORE TAKES CENTER STAGE

MEXICAN ESSENTIALS FROM SALSAS TO SAUCES, PEPPERS AND MORE, let you meet consumer cravings anywhere in the store.



CENTER OF STORE

ITEM #	PRODUCT	CASE PACK	PACKAGING	GTIN
HERDEZ® TAQUERIA STREET SAUCE® PRODUCTS				
81348	HERDEZ® TAQUERIA STREET SAUCE® Original Roja – Medium	8 / 9 oz	Bottle	100-72878-81348-5
81349	HERDEZ® TAQUERIA STREET SAUCE® Original Verde – Mild	8 / 9 oz	Bottle	100-72878-81349-2
81350	HERDEZ® TAQUERIA STREET SAUCE® Habanero – Hot	8 / 9 oz	Bottle	100-72878-81350-8
81351	HERDEZ® TAQUERIA STREET SAUCE® Chipotle – Medium	8 / 9 oz	Bottle	100-72878-81351-5
117657	HERDEZ® TAQUERIA STREET SAUCE® Avocado Cilantro	8 / 9 oz	Bottle	100-72878-17657-3
117658	HERDEZ® TAQUERIA STREET SAUCE® Cilantro Lime	8 / 9 oz	Bottle	100-72878-17658-0
HERDEZ® SALSA & HOT SAUCES				
12717	HERDEZ® Salsa Casera – Mild	12 / 7 oz	Bottle	000-72878-12717-2
12721	HERDEZ® Salsa Verde – Mild	12 / 7 oz	Bottle	000-72878-12721-9
117228	HERDEZ® Avocado Hot Sauce	12 / 5 oz	Bottle	100-72878-17228-5
117229	HERDEZ® Avocado Hot Sauce	12 / 12 oz	Bottle	100-72878-17229-2
133641	HERDEZ® Habanero Hot Sauce	12 / 5 oz	Bottle	100-72878-33641-0
133642	HERDEZ® Habanero Hot Sauce	12 / 12 oz	Bottle	100-72878-33642-7
114468	HERDEZ® Guacamole Salsa – Mild	6 / 8.5 oz	Bottle	100-72878-14468-8
115002	HERDEZ® Salsa Verde – Mild	6 / 8.5 oz	Bottle	100-72878-15002-3
115009	HERDEZ® Salsa Casera – Medium	6 / 8.5 oz	Bottle	100-72878-15009-2
EMBASA® PEPPERS				
07840	EMBASA® Chipotle Peppers in Adobo Sauce	12 / 7 oz	Can	100-75386-04858-5
DOÑA MARIA® MOLE				
30197	DOÑA MARÍA® Mole	12 / 8.25 oz	Glass Jar	200-72878-50523-3

Clean up in the aisles. A survey by IBISWorld found that **40% of consumers visit c-stores just for groceries.** Fill your shelves and fill their needs.



THERE'S MORE IN STORE.

From the back of house to the front of an action station, we offer everything you need.

CONDIMENT BAR - BACK OF HOUSE

ITEM #	PRODUCT	CASE PACK	PACKAGING	GTIN
WHOLLY™ SALSA, BULK (FRESH*)				
133995	WHOLLY™ SALSA Tres Chile Salsa	4 / 2 lb	Pouch	106-16112-33995-1
133996	WHOLLY™ SALSA Spicy Red Salsa	4 / 2 lb	Pouch	106-16112-33996-8
WHOLLY® GUACAMOLE SNACK PACKS AND MINIS (FROZEN)				
40234	WHOLLY® GUACAMOLE Classic Snack Pack	48 / 2 oz	Single Serve Packet	306-16112-89030-2
66677	WHOLLY® GUACAMOLE Classic Snack Pack	3 / 10 / 2 oz	Single Serve Packet	306-16112-35923-6
70511	WHOLLY® GUACAMOLE Classic Snack Pack (Bulk)	200 / 2 oz	Single Serve Packet	106-16112-70511-4
85680	WHOLLY® AVOCADO 100% Chunky Avocado Minis	48 / 2 oz	Cup	106-16112-85680-9
85684	WHOLLY® GUACAMOLE Classic Minis	48 / 2 oz	Cup	106-16112-85684-7
WHOLLY® GUACAMOLE, BULK AND WHOLLY® AVOCADO, BULK (FROZEN)				
44425	WHOLLY® GUACAMOLE Original	12 / 1 lb	Pouch	306-16112-24403-7
86405	WHOLLY® GUACAMOLE Classic	12 / 16 oz	1/9 Pan	106-16112-86405-7
44424	WHOLLY® AVOCADO Pulp	12 / 1 lb	Pouch	306-16112-23403-8
37626	WHOLLY® AVOCADO 100% Chunky Avocado	16 / 1 lb	Tray	306-16112-51030-9
86403	WHOLLY® AVOCADO 100% Chunky Avocado	12 / 16 oz	1/9 Pan	106-16112-86403-3
HERDEZ® SALSA				
52725	HERDEZ® Salsa Casera – Medium	6 / 70 oz	Plastic Jug	000-72878-52725-5
62145	HERDEZ® Salsa Verde – Medium	6 / 68 oz	Plastic Jug	000-72878-62145-8
126437	HERDEZ® Guacamole Salsa – Mild	4 / 32 oz	Plastic Jug	100-72878-26437-9
126438	HERDEZ® Guacamole Salsa – Medium	4 / 32 oz	Plastic Jug	100-72878-26438-6
135569	HERDEZ® Quemada Charred Salsa Roja – Mild	4 / 67 oz	Plastic Jug	100-72878-35569-5
135570	HERDEZ® Quemada Charred Salsa Verde – Mild	4 / 67 oz	Plastic Jug	100-72878-35570-1
135571	HERDEZ® Quemada Charred Salsa Poblano – Mild	4 / 67 oz	Plastic Jug	100-72878-35571-8
135572	HERDEZ® Quemada Charred Salsa Chipotle – Medium	4 / 67 oz	Plastic Jug	100-72878-35572-5
LA VICTORIA® SALSA & SAUCES				
07686	LA VICTORIA® Salsa Picante – Medium	200 / 0.5 oz	Single Serve Packets	100-72101-00002-6
07812	LA VICTORIA® Red Traditional Enchilada Sauce – Mild	6 / 102 oz	Can	100-72101-02505-0
EMBASA® PEPPERS				
07840	EMBASA® Chipotle Peppers in Adobo	12 / 7 oz	Can	100-75386-04858-5
07841	EMBASA® Chipotle Peppers in Adobo	12 / 26 oz	Can	100-75386-04860-8
07878	EMBASA® Nacho Sliced Jalapeño Peppers	4 / 108 oz	Jug	100-75386-04999-5
07864	EMBASA® Nacho Sliced Jalapeño Peppers	6 / 98 oz	Can	100-75386-04978-0

* Fresh, Never Frozen.



READY TO MAX OUT?

Scan here to contact your MegaMex Convenience sales rep and turn up the volume.



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CONVENIENCE