




***** NEW PRODUCT ALERT *****

General Mills Brings New Salsa Verde Flavor of Old El Paso™ Fiesta Twists to C-stores

WHAT: General Mills is adding a new flavor to its line-up of Old El Paso™ Fiesta Twists. Salsa Verde joins three other flavors (Queso, Zesty Ranch and Cinnamon Churro) to give convenience store shoppers another twist on the crispy and crunchy corn chip snack with full flavors inspired by Tex-Mex cuisine.

Like the other varieties, the new variety gives retailers a fun new salty snack in a convenient 2-ounce size exclusive to c-stores and ideal for on-the-go snacking.

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| Old El Paso™ Fiesta Twists Salsa Verde <ul style="list-style-type: none">• 2-ounce-size bags• Shelf Location: Warehouse Salty• Suggested Retail Price: \$3.29• Available Nationwide: January 2024 |  |
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WHERE: For more information about Old El Paso Twists, convenience store retailers can contact their General Mills Convenience sales representative, call 1-800-243-5687 or visit www.generalmillscf.com.

About General Mills Convenience

General Mills Convenience partners with convenience stores to provide must-have products from top-turning brands, in-store displays, best-practice planograms and merchandising tools to help retailers serve their on-the-go patrons. Its distinguished brand portfolio includes Big G Cereals, Yoplait, Nature Valley, Gold Medal, Pillsbury, Chex Mix, Bugles, Gardetto's and Annie's. For more information, please visit www.generalmillscf.com.

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