



FROST
PRODUCTIONS, LLC

CONTACT

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Property Overview

TAPATÍO and illustration are the registered trademarks of Tapatio Foods, LLC.

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Tapatío!

The HOTTEST Lottery License Around

The Tapatío Story

Jose-Luis Saavedra knew a long time ago that he had a hot property on his hands. Born in Mexico City, 90 year-old Saavedra, founder and CEO of Tapatío Foods, is proof the American dream is alive and well.

Jose-Luis Saavedra made batches of his hot sauce since the late 1960's in Maywood CALIFORNIA, where he shared it with his co-workers at the local aerospace manufacturer. Initially he rejected pleas to manufacture the secret sauce, but when laid off in 1971, everything changed. Since then, he and his family (a son and two daughters) have created a hot spicy empire!

Fun Fact #1: *Tapatío* is a nickname for a person from Guadalajara in the Mexican state of Jalisco—also where all three of his children were born.

Fun Fact #2: The Dapper mustachioed sombrero-wearing man on the label depicts a traditional Mexican Horseman and gentleman. The lighter skin and blue eyes are common features of the people who live in the highlands of Jalisco.

Fun Fact #3: So what's the Tapatío hot sauce recipe for success? Saavedra won't say. Only his family members are privy to the details. But he will admit to trying *hundreds* of recipes before settling on the fabulous concoction we know today.

Tapatío Madness

With over 300,000 Face Book fans, Tapatío has become a pop culture phenomenon. This Salsa Picante can be found at Walmart, Target, grocery stores, and everywhere Kraft Foods distributes to in the US and abroad. Retail stores such as Kohl's, JCPenney, Macy's, Pier 1 Imports, Target, and Bed Bath & Beyond also carry Tapatío branded products such as apparel, giftware and more.



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6		BRAND CENTRAL LLC			
7		BRAND RANK REPORT - HOT SAUCE			
8		WEST REGION - XAOC			
9		52 WEEKS ENDING - 10/25/14			
10					
11	Rank #		Dollar share	Sales Units	Unit share
12					Average Unit Price
13	1	HOT SAUCE	100.0	29,693,990	100.0
14	2	TOTAL TAPATIO	28.9	11,416,508	38.4
15	3	TOTAL CHOLULA	24.7	3,363,012	11.3
16	4	TOTAL VALENTINA	10.7	4,159,082	14.0
17	5	TOTAL EL YUCATECO	5.0	1,367,431	4.6
18	6	TOTAL CRYSTAL	3.8	1,210,096	4.1
19	7	TOTAL LOUISIANA	3.7	1,502,255	5.1
20	8	TOTAL PICO PICA	2.8	686,917	2.3
21	9	TOTAL TRAPPEY'S	2.3	826,623	2.8
22	10	TOTAL RED ROOSTER	2.1	723,706	2.4
23	11	TOTAL CTL BR	1.9	807,600	2.7
24	12	TOTAL TACO BELL	1.9	554,209	1.9
25	13	TOTAL SALSA HUICHOL	1.5	741,937	2.5
26	14	TOTAL BUFALO	1.0	553,129	1.9
27	15	TOTAL TEXAS PETE	0.8	254,575	0.9
28	16	TOTAL TABASCO	0.7	112,760	0.4
29	17	TOTAL DAT'L DO-IT	0.6	37,120	0.1
30	18	TOTAL DAT'L DO-IT INC.-NBL	0.6	20,832	0.1
31	19	TOTAL LA VICTORIA	0.5	106,351	0.4
32	20	TOTAL MEZZETTA	0.5	126,809	0.4
33	21	TOTAL BAY ISLAND INC.-NBL	0.4	41,532	0.1
34	22	TOTAL RELIGIOUS EXPERIENCE	0.4	41,067	0.1
35	23	TOTAL CANARY	0.4	49,052	0.2
36	24	TOTAL GRINGO BANDITO	0.3	49,394	0.2
37	25	TOTAL SALSAAMOR	0.3	88,484	0.3
38	26	TOTAL MY NANAS	0.3	43,951	0.1
39	27	TOTAL ZAAACHILA	0.2	71,861	0.2
40	28	TOTAL THE BOULDER HOT SAUCE CO.-NBL	0.2	24,810	0.1
41	29	TOTAL GUACA-MAYA	0.2	110,703	0.4
42	30	TOTAL ASHANTI	0.2	65,031	0.2
43	31	TOTAL SASO	0.2	12,373	0.0
44	32	TOTAL DESIGN PAC INC-NBL	0.1	7,623	0.0
45	33	TOTAL DANGER ZONE	0.1	8,653	0.0
46	34	TOTAL WARNING SHOT&XTRM CTN&SHCK WA	0.1	23,292	0.1
47	35	TOTAL FARAON	0.1	27,196	0.1
48	36	TOTAL TACO TIME	0.1	16,536	0.1
49	37	TOTAL DAVE'S GOURMET	0.1	6,711	0.0
50	38	TOTAL LA GUACAMAYA	0.1	45,815	0.2
51	39	TOTAL TAMAZULA	0.1	60,135	0.2
52	40	TOTAL POBLANO	0.1	13,872	0.0
53	41	TOTAL LOL TUN	0.1	22,863	0.1
54	42	TOTAL BIG KAHUNA&HANG TEN&HOT LAVA	0.1	10,829	0.0
55	43	TOTAL GLORY FOODS	0.1	23,056	0.1
56	44	TOTAL COOKIES	0.1	13,108	0.0
57	45	TOTAL TACO BELL HOME ORIGINALS	0.1	15,411	0.1
58	46	TOTAL ROUTE 66	0.1	3,730	0.0
59	47	TOTAL HIGH ALTITUDE	0.1	6,025	0.0
60	48	TOTAL JUST CHILI	0.1	6,311	0.0
61	49	TOTAL HARISSA DEA	0.1	7,480	0.0
62	50	TOTAL GHOST SCREAM	0.1	3,734	0.0
63	51	TOTAL JUANITA'S	0.0	23,102	0.1
64	52	TOTAL GILBERTO'S GOURMET GOODNESS	0.0	4,774	0.0
65	53	TOTAL EL MAYA	0.0	9,939	0.0
66	54	TOTAL STING 'N' LINGER	0.0	5,996	0.0
67	55	TOTAL MAN CAVE	0.0	4,886	0.0
68	56	TOTAL BLAZIN' SADDLES	0.0	4,540	0.0
69	57	TOTAL HOT SAUCE FROM HELL	0.0	4,113	0.0
70	58	TOTAL HOT LINE PEPPER PRODUCTS	0.0	5,545	0.0
71	59	TOTAL FRANK'S REDHOT	0.0	6,737	0.0
72	60	TOTAL MARIE SHARP'S	0.0	3,617	0.0
73	61	TOTAL FRONTERA	0.0	4,344	0.0
74	62	TOTAL SHILOH'S	0.0	7,065	0.0
		TOTAL BURN BABY BURN	0.0	3,432	0.0

TAPATIO Hot Sauce is ranked #1
in the Western United States!

Note: List extends to
451 Hot Sauce Brands



Tapatío Awareness!

The Facts

- Hispanization of American Market: Tapatío is the #1 hot sauce among Hispanics while still crossing all cultural boundaries. This is the perfect license to help the lottery industry to reach numerous cultural groups! The face of Tapatío depicts a traditional Mexican Horseman and gentleman, showing common features of people who live in the highlands of Jalisco.
- Top Quality with a History: Since 1971, Tapatío Hot Sauce has been recognized as being one of the finest hot sauces on the market today.
- Fast Growing Industry: Hot sauce production is among the 10 fastest-growing industries in the U.S., according to a report from IBIS World.
- Billions of Dollars Sold Annually: With extremely strong year-on-year growth for over a decade, hot sauce production in the U.S. is predicted to reach \$1.3 billion annually by 2017.
- Loads of Face Book Fans: With over 300,000 Face Book fans, Tapatío is quickly becoming a pop culture phenomenon.
- Awareness Through Sales: Partnering with Kraft Foods for distribution in the US and abroad, Tapatío can be found all throughout the food & beverage industry. In addition, Frito Lay carries a full line of Doritos Tapatío flavored tortilla chips!
- Loads of Product Extension: Tapatío Hot Sauce can also be seen on branded products like sleepwear, t-shirts, apparel, accessories, housewares, home décor, novelty items, publishing, stationary and more.

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California Accolades

High Praise

- Giving back to the community: In 2018, Tapatio was awarded 'Corporation of the Year' by the prestigious Adventist Health White Memorial Charitable Foundation.



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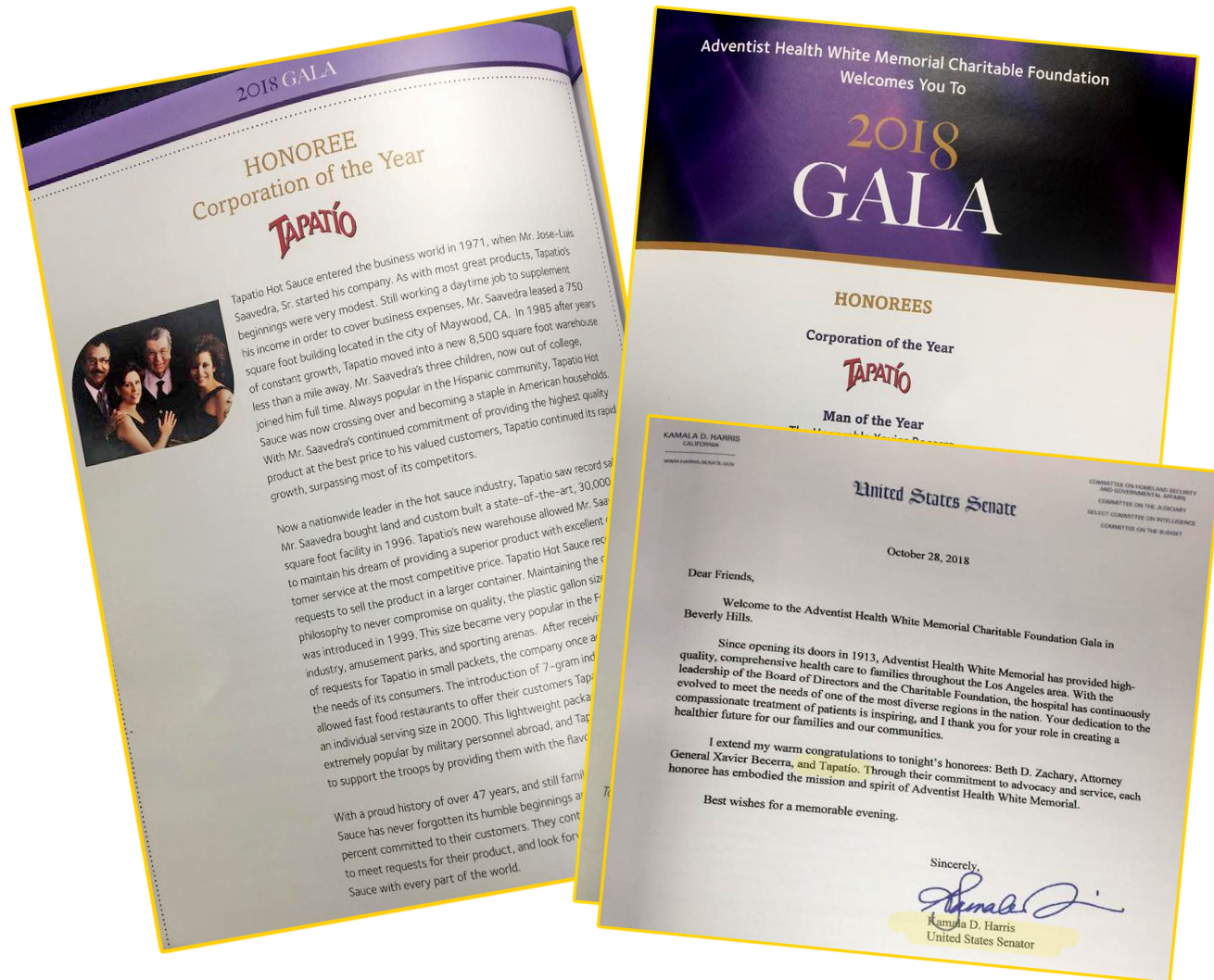
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USA Senate Accolades

● High praise from Kamala Harris: The Tapatio Corporation charity work has not gone unnoticed. It is a shining example of one Mexican immigrant's dream that continues to give back and make the USA proud!



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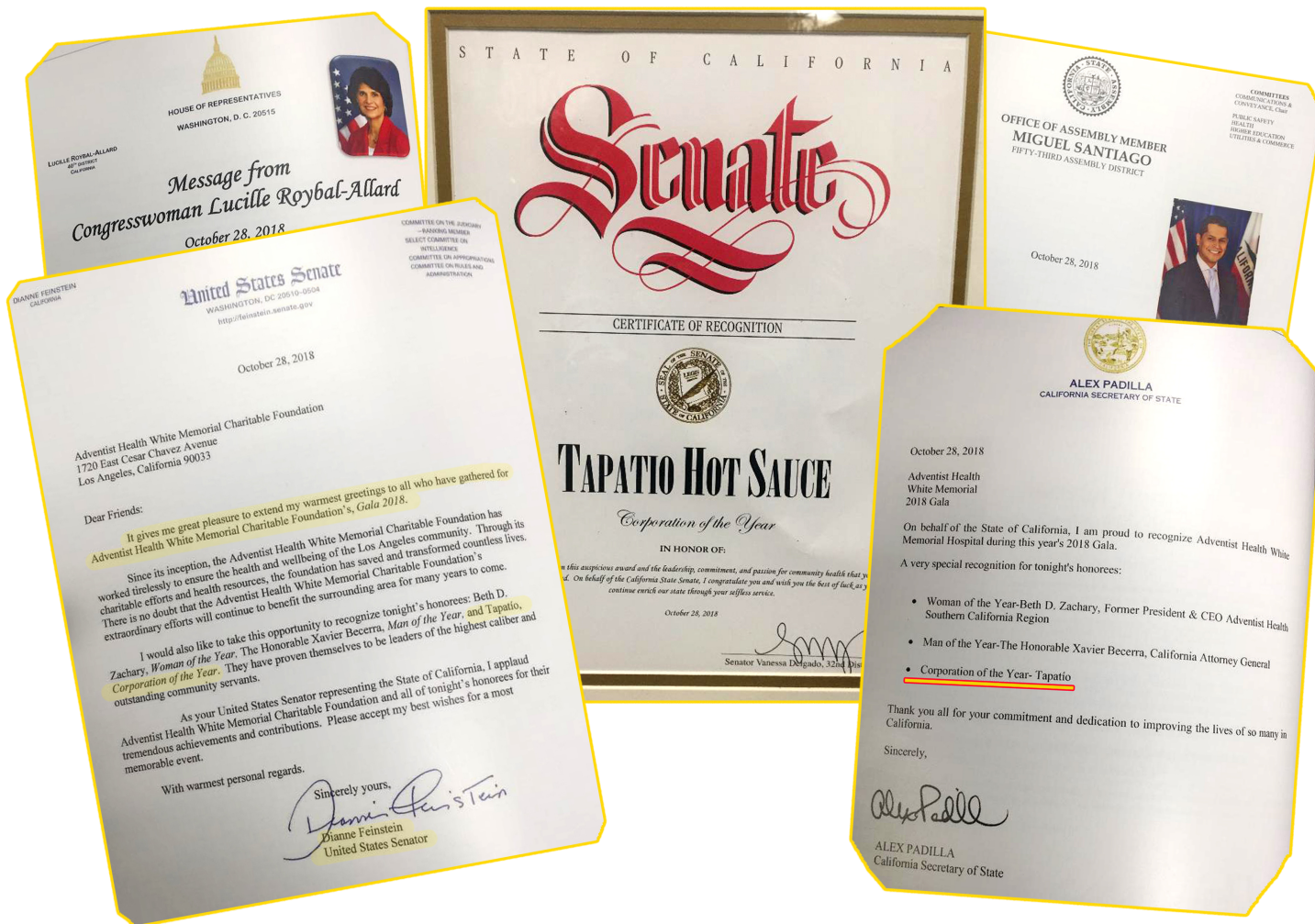
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USA Senate Accolades

● High praise from the US Senate and California Statesmen: The Tapatio Corporation is a respected and beloved company by the residents of California and the USA. Joining forces with your State Lottery would be match made in hot sauce heaven.



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LAUNCHED:
MARCH 5, 2019!



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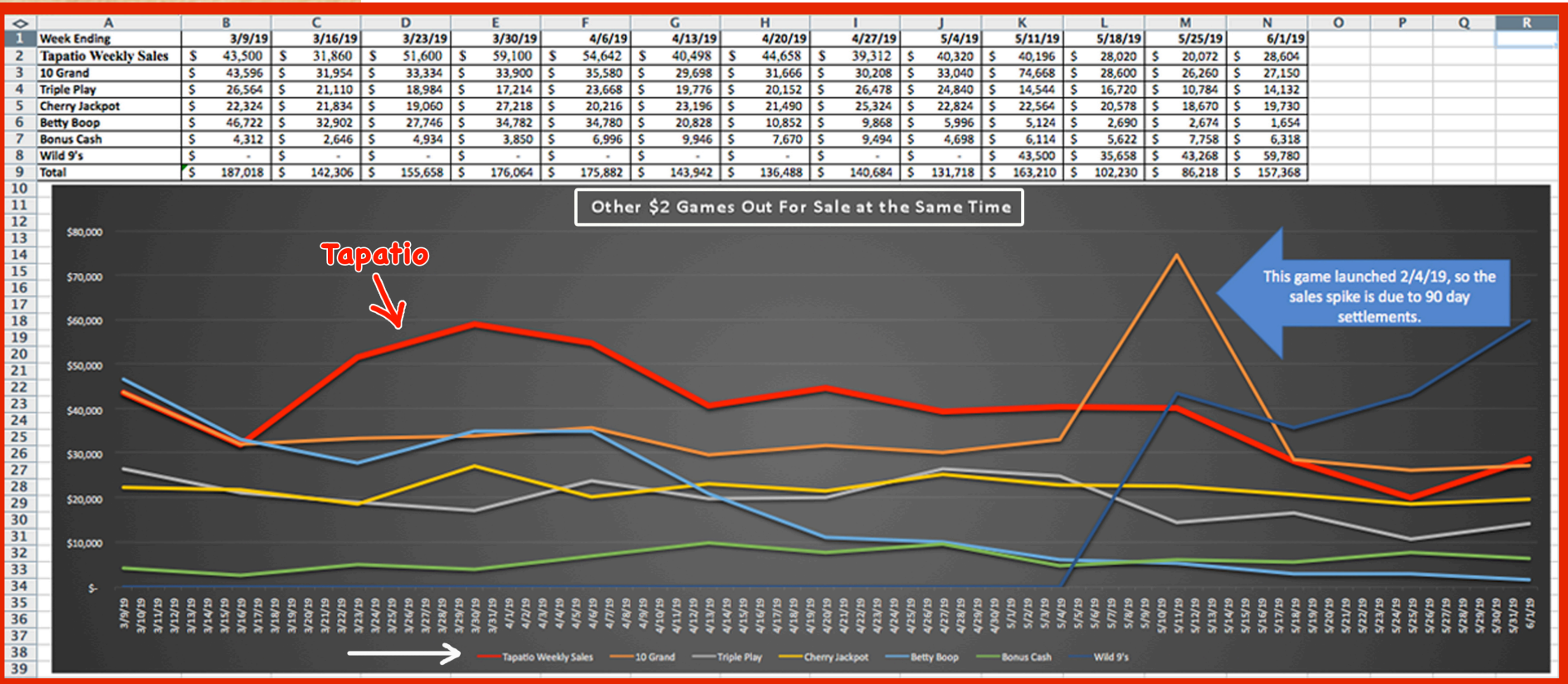
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New Mexico Lottery Point of Sales Material



New Mexico Street Results

Beat all other \$2 tickets during its run!



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Sample Designs

Tapatío Supreme!

4x4 Ticket Design



RULES

Match any of YOUR NUMBERS to either WINNING NUMBER, win PRIZE shown for that number. Reveal a "5X" symbol, win 5 TIMES the PRIZE for that symbol. Reveal a "🌶️" symbol, win all 10 prizes!



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Sample Designs

Tapatío Red

4x4 Ticket Design



RULES

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "🌶️" symbol and win that prize instantly. Play Bonus Area for possible \$50 extra win!

HOT SAUCE BONUS READS:
Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$50 instantly.

Win up to \$25,000

YOUR LOTTERY \$2

Hot \$auce Bonus

Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$50 instantly

WINNING NUMBERS

YOUR NUMBERS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "🌶️" symbol and win that prize instantly. Play Bonus Area for possible \$50 extra win!

Win up to \$25,000

YOUR LOTTERY \$2

Hot \$auce Bonus

Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$50 instantly

WINNING NUMBERS

13 26

YOUR NUMBERS

7 \$500 <small>Five Hun</small>	17 \$25 <small>Twenty Fiv Dol</small>	33 \$100 <small>One Hun</small>	9 \$200 <small>Two Hun</small>	12 \$400 <small>Four Hun</small>
18 \$20 <small>Twenty Dol</small>	15 \$75 <small>Sevnty Fiv Dol</small>	26 \$300 <small>Three Hun</small>	32 \$250 <small>Two Hun Fifty Dol</small>	21 \$30 <small>Thirty Dol</small>

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "🌶️" symbol and win that prize instantly. Play Bonus Area for possible \$50 extra win!

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Sample Designs

Tapatio Feel-Good!

4x4 Ticket Design



RULES

Match any of YOUR NUMBERS to any of the TAPATIO NUMBERS, & win prize shown.

HOT SAUCE BONUS READS:
Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$50 instantly.

YOUR LOTTERY \$2

SALSA PICANTE
Win up to \$25,000

Hot \$auce Bonus

Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$50 instantly

TAPATIO NUMBERS

YOUR NUMBERS

Match any of YOUR NUMBERS to the TAPATIO NUMBERS & win prize shown.

YOUR LOTTERY \$2

SALSA PICANTE
Win up to \$25,000

Hot \$auce Bonus

Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$50 instantly

TAPATIO NUMBERS

YOUR NUMBERS

7 \$500 Five Hun	17 \$25 Twenty Fiv Dol	33 \$100 One Hun	9 \$200 Two Hun	12 \$400 Four Hun
18 \$20 Twenty Dol	15 \$75 Sevnty Fiv Dol	26 \$300 Three Hun	32 \$250 Two Hun Fifty Dol	21 \$30 Thirty Dol

Match any of YOUR NUMBERS to the TAPATIO NUMBERS & win prize shown.

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RULES

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "sombrero" symbol and win that prize instantly.

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Sample Designs

Tapatío Full Red


4x4 Ticket Design



15 ways to win!



RULES

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a  symbol and win that prize instantly.

BONUS: Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$100 instantly.

**15 ways to win
plus
BONUS AREA!**

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Sample Designs

Tapatio Red plus Bonus

4x6 Ticket Design



TAPATIO \$5

Hot Sauce Bonus

Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$100 instantly

Win up to \$500,000

WINNING NUMBERS

YOUR NUMBERS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a  symbol and win that prize instantly.

TAPATIO \$5

Hot Sauce Bonus

Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$100 instantly

Win up to \$500,000

WINNING NUMBERS

YOUR NUMBERS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a  symbol and win that prize instantly.



RULES

Match any of YOUR NUMBERS to the TAPATÍO NUMBERS & win prize shown.

BONUS: Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$50 instantly.

**15 ways to win
plus
BONUS AREA!**

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Sample Designs Tapatío Happy Dance

4x4 Ticket Design



\$3

Hot Sauce Bonus

 Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$50 instantly

Win up to \$100,000

TAPATIO NUMBERS

YOUR NUMBERS

Match any of YOUR NUMBERS to the TAPATIO NUMBERS & win prize shown.

\$3

Hot Sauce Bonus

 Reveal the letters S•A•L•S•A in any order under the FIVE bottles and win \$50 instantly

Win up to \$100,000

TAPATIO NUMBERS


YOUR NUMBERS

7 \$500 Five Hun	17 \$25 Twenty Fiv Dol	33 \$100 One Hun	9 \$200 Two Hun	12 \$400 Four Hun
18 \$20 Twenty Dol	15 \$75 Sevnty Fiv Dol	26 \$300 Three Hun	32 \$250 Two Hun Fifty Dol	21 \$30 Thirty Dol
37 \$20 Twenty Dol	13 \$50 FiftyDol	4 \$10 Ten Dol	10 \$40 Forty Dol	24 \$600 Six Hun

Match any of YOUR NUMBERS to the TAPATIO NUMBERS & win prize shown.



RULES

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a  symbol and win that prize instantly.

25 ways to win!

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Sample Designs Tapatío Big Redout

4x6 Ticket Design

EVER HEAR OF A *BLACKOUT*? WELL, THIS IS A '*REDOUT*'!



YOUR LOTTERY \$5

Win up to \$500,000

WINNING NUMBERS



YOUR NUMBERS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a  symbol and win that prize instantly!

YOUR LOTTERY \$5

Win up to \$500,000

WINNING NUMBERS



YOUR NUMBERS

4 \$500 Five Hun	21 \$25 Twenty Fiv D	29 \$100 One Hun	33 \$200 Two Hun	10 \$400 Four Hun
15 \$250 Two Hun Fifty D	2 \$75 Sevnty Fiv D	25 \$300 Three Hun	13 \$20 Twenty D	43 \$30 Thirty D
3 \$20 Twenty D	31 \$40 Forty D	 \$400 Four Hun	48 \$50 Fifty D	16 \$10 Ten D
52 \$400 Four Hun	41 \$200 Two Hun	11 \$25 Twenty Fiv D	17 \$100 One Hun	35 \$500 Five Hun
5 \$200 Two Hun	39 \$500 Five Hun	46 \$100 One Hun	18 \$50 Fifty D	24 \$40 Forty D

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a  symbol and win that prize instantly!



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Tapatio Outreach & Awareness





UNLIMITED
MARKETING
POSSIBILITIES!

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Tapatio Merchandise Possibilities

Please contact *Frost Productions LLC* for more information.





Please
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to discuss
further!

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www.AboutFrostProductions.com

TAPATIO

THE MONEY IS IN THE SAUCE!

Lottery Winner Dripping in Tapatio Cash

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