

For Immediate Release

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**New Mexico Chile Company Re-Launches Christmas Salsa In Time For  
Holiday Season**

The New Mexico Chile Company, one of the highest rated salsa and hot Chile producers in the nation, is re-launching its award winning Christmas Salsa just in time for the Holidays. The salsa, which is sold under the Coyote Trail label, recently reviewed for the 2006 Scovie awards, came out as the 2nd best salsa in a group of 500 cementing its place as the best maker of salsa and other chile products in the nation.

CEO Chuck Machado explains; "Whenever people are dining out in New Mexico and are offered a choice of chile, the server usually asks whether they would like red or green" said Machado, President and Founder of Coyote Trail products "but whenever the diner wants a mixture of both, they say that they want it 'Christmas Style'. Now, they can get this in stores and online prepackaged for their enjoyment."

The Christmas Salsa's have won numerous awards on both the 'hotness' scale as well as for the overall quality of the product. Made primarily with red and green fire roasted Chile peppers grown in the Hatch Valley of New Mexico, the salsa also contains some tomatoes as well as some onions. The amount of tomatoes included is less than that of other salsas making for a unique taste. The Christmas Salsa also contains a blend of special spices but does not contain any preservatives or additives, unlike most other brands.

"What we've found is that we sell the most during the holiday season but we still sell a large amount year round as the taste is great all year," said Machado. "The most interesting question a customer asked me about the Salsa was whether it was old or not when they saw it during the month of March. We do make and sell it year round but it still makes a great present or stocking stuffer for the salsa buff during this season."

In fact, since it was launched in 2005, the New Mexico Chile Company has applied for trademark status for the term "Christmas Salsa" and is currently the only company selling it under that name. Machado predicts that the salsa will soon overtake the popularity of their Enchilada Sauce, which won "Best in State" in the 2005 Scovie Awards, which consistently ranks the best and hottest salsas around the country.

"Whether you are a New Mexico native or just love amazing salsa, you'll love Coyote Trail Christmas Salsa," said Machado. "We offer it through our website as well as by phone, mail order and fax and a number of select retailers in New Mexico. There's no reason not to enjoy the

best of New Mexico Chile and salsa."

For more information on Coyote Trail and the New Mexico Chile Company,  
please visit <http://www.cooking-eating.com>

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