

How to Get More Profit from Your iHola! Churros™

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**Quick, Easy Menu Applications for
America's Fastest Growing Dessert**

iHola!
Churros™
Crave the Joy

J&S SNACK FOODS
CORP.



Cashing in on Easy Profit

with iHola! Churros™

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Now a mainstream dessert or snack, churros can be your best bet for easy and profitable menu addition in 2023. Deep fried, air fried, or baked, iHola! Churros™ are easy to prep and serve on their own, or to upscale everything from coffee to ice cream.

J&J Snack Foods has been helping operators serve up profit for more than 50 years. As the nation's leading provider of frozen churros for foodservice, its new iHola! Churros brand brings the best of its legacy brands California Churros™ and Tio Pepe™.

Average Menu Price Per Order of Churros in the U.S.*

Chain Restaurant	\$6.00
Regional Chain	\$5.50
Independent	\$7.00

This Menu Applications Guide offers some fresh ideas on how to get more profit from your churro menu offering. With just a few additional ingredients, you can make your menu unique and even more cravable. Before we begin, here are some quick facts about churros.

Churros are the:*



*Datassential 2022



iHola! Churros™ are the Easy Solution

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Hiring and training kitchen staff is one the most daunting challenges of 2023. That's why iHola! Churros™ are such a wise choice for your next menu. Frozen for easy storage, you can heat straight from the freezer for a crispy churro every time.

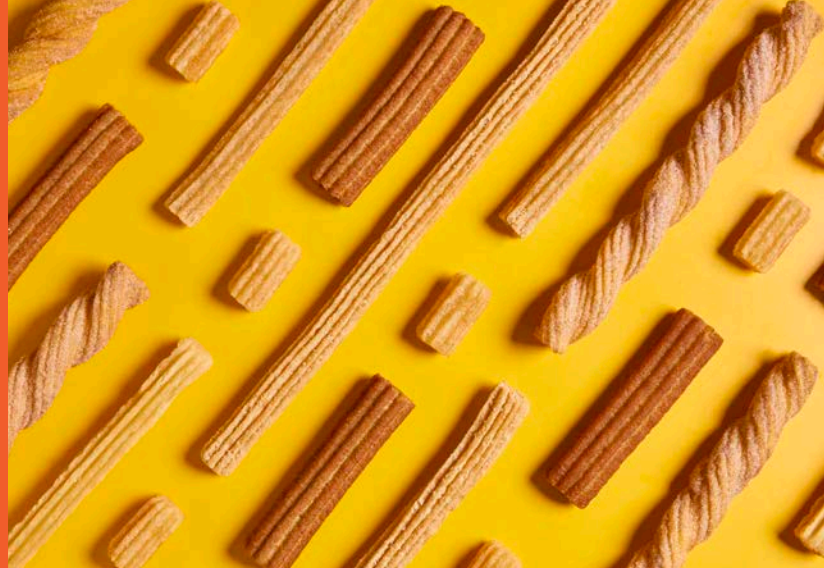
With very little training, prep is easy, simply within deep fryers, air fryers, or ovens, iHola! Churros™ are ready in minutes and hold heat well before serving or transporting for delivery or takeout.

Their Spanish heritage as a delectable delight means they are globally inspired, especially important in attracting Gen Z and Millennial customers.



iHola! Churros™

Shapes & Style Guide



There are two styles of iHola! Churros.™ **Authentic Spanish Style** churros are cake-like and available in a variety of shapes and sizes and can be ordered with delicious fillings ranging from Bavarian cream

to fruit. **Southwest Crispy Style** churros have a corn flour outer crust and a light and fluffy wheat flour interior. They too can be ordered in a variety of sizes.

Southwest Crispy Style						
Product Code	Product Description	GTIN	Pack	Cube	Case Size	Weight (lbs)
3314	Mini 5" Churro	10073321033146	200	0.78	16.32 × 10.32 × 8.09	10.61
3317	King Size Churros	10073321001114	100	1.22	16.75 × 12.25 × 10.25	13.5
3321	Regular Size Churros	10073321001107	100	0.86	18.25 × 10.375 × 7.875	8.25
3328	Regular Size Churros w/ Cinn/Sug Packet	10073321033283	100	0.86	18.25 × 10.375 × 7.875	10.25
3329	King Size Churros w/ Cinn/Sug Packet	10073321033290	100	1.22	16.75 × 12.25 × 10.25	16.5
3341	Double Twisted Churros King Size	10073321033412	65	1.22	16.75 × 12.25 × 10.25	16
4113	Mini 5" Bavarian Crème Filled	10073321041134	100	0.47	15.25 × 9.75 × 5.5	12
4164	Double Twisted Churros Reg Size w/ Cinn/Sug Packet	10073321041646	50	0.66	15.82 × 12.42 × 5.89	10.45
Authentic Spanish Style						
Product Code	Product Description	GTIN	Pack	Cube	Case Size	Weight (lbs)
4185	Churro Bites	10073321041851	~500	0.79	16.32 × 10.32 × 8.09	10.61
40011830	Mini Size	00029141118306	200	0.67	11.625 × 9.5 × 16.25	13.5
40013720	Regular Size	00029141137208	100	0.67	11.625 × 9.5 × 16.25	8.25
40013800	Churro Bun 3.5 oz.	00029141138007	50	0.50	12.32 × 9.32 × 7.54	10.25
40018720	King Size	00029141187203	100	1.04	11.625 × 9.5 × 16.25	16.5
40023510	Regular Size	00029141235102	50	0.34	10.5 × 9.5 × 5.875	16
41805	Authentic Loop Churro 3"	10073321418059	~250	0.76	18.75 × 12.75 × 5.5	12
Authentic Spanish Style Stuffed Regular Size						
Product Code	Product Description	GTIN	Pack	Cube	Case Size	Weight (lbs)
40023511	Apple	00029141235119	50	0.34	10.5 × 9.5 × 5.875	9.31
40023512	Bavarian	00029141235126	50	0.34	10.5 × 9.5 × 5.875	9.31
40013722	Bavarian	00029141137222	100	0.67	11.625 × 9.5 × 16.25	9.31
40023513	Strawberry	00029141235133	50	0.34	10.5 × 9.5 × 5.875	9.31
40003723	Strawberry	00029141037232	100	0.67	11.625 × 9.5 × 16.25	9.31
40023514	Cajeta	00029141235140	50	0.34	10.5 × 9.5 × 5.875	9.31
40013724	Cajeta	00029141137246	100	0.67	11.625 × 9.5 × 16.25	9.31
iHola! Churros™ Merchandising						
Product Code	Product Description	GTIN	Pack	Cube	Case Size	Weight (lbs)
7128	Churros Sleeves	10073321071285	1000	0.26	15 × 7.75 × 4	3.32
41816	Open Top Sleeve 14"	10073321418158	1000	0.57	16.5 × 10 × 6	12.5
41815	Churros Sleeves	10073321418165	2000	0.31	16 × 9.5 × 3.5	6.3



iHola! Churros™ are Just Plain Delicious

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Before all the great ideas we'll share, it's important to know that churros straight from the oven, air fryer or deep fryer are delicious works of wonder on their own. Whether you choose to make them carriers of sweet or savory goodness is up to you and your menu's mission.

These Shapes are Inspired

Churros imitate art. Yet churros have some practical reasons behind their inspired shapes. Straight churros as dip sticks or dunking and drizzling. Loop churros as the base for cool toppings. Filled churros for sweet or savory discoveries. Bites as toppings or mouth popping snacks while driving. Consider the right shape for getting the most from your menu.





Sprinkable

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Any iHola! Churros™ shape is worthy of a sprinkle. Whether your mission is for a kid's treat or for kids at heart, customers love the delight of colored, fruit-flavored sugars sprinkled on as a dessert or snack. Think blueberry, strawberry for funky colors because the more fun, the more delicious in demand.



Drizzable

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Get out the squeeze bottle and create your own designs made of chocolate, caramel, Nutella and more. This finger-licking opportunity is easy for upscaling as a dessert or snack.



Toppable

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Why iHola! Churros™ bites are so popular is they can be leveraged in so many dessert or snack applications. From ice creams, sorbets, or soft serves to even ICEE® or Slush Puppie® sides, the possibilities are endless. Want to go all out? Top our bites with multi-colored sprinkles, Dippin' Dots® or good old chocolate syrup, and you have a winner.

Savoryable

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Who said churros must be sweet? Not when you sprinkle them with a spicy, or salty seasoning and make them your unique opportunity to upscale a sharable appetizer with a queso or salsa. What about an Italian approach with melted garlic parmesan cheese and warm marinara?



Dunkable



Bakeries and coffee shops already know that the best way to boost sales is to offer unique options for dunking. Try iHola! Churros™ twisted or fruit-filled churros for dunking into lattes or cappuccinos, and you'll offer a buzzworthy item to your regular or breakfast menu.



Lickable

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Shakes were made for indulgence. Do one better when you make licking a likely result of adding iHola! Churros™ as your dipsticks for delight.

By the way these are the top trending milkshake flavors for 2023.*

Butter Pecan	+104.3%
Snickers	+102.8%
Chocolate Sauce	+89.3%
Rocky Road	+68.3%
Candy	+65.9%
Chocolate Syrup	+62.2%
Coconut Milk	+62.2%
Pistachio	+62.2%
Mint Chocolate Chip	+54.5%
Cookie Dough	+53.9%

*Datassential 2022



Sharable

The ultimate in sharability and for boosting beverage sales, let iHola! Churros™ serve as a centerpiece with ingredients you are already using in your kitchen. Add some nuts, ice cream and chocolate and you'll have another reason order dessert.





Colorful & Nostalgic

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Take back your childhood. Dobb the ends of iHola! Churros™ with a vanilla or Nutella cream, or sprinkle on a nostalgic journey back to worry-free days with kid-centric breakfast cereals. Gen Zs to Boomers, who can resist this fun and profit-packed menu ideas?

Loopable

Looking for a new “Wow-Worthy” center of the plate dessert for your dinner or late-night menu? ¡Hola! Churros™ loops make a memorable impression when you add some ice cream, nut toppings and, of course, drizzles of chocolate or caramel.





Picking the Right iHola! Churros™ For Your Next Menu

Now that your imagination is in fourth gear, here's some helpful reminders for picking the right iHola! Churro shape and type for your segment.

Segment	Churro Bite	Churro	Filled Churro	Loop Churro	Why
QSR	X	X			One-handed driving. Hold times. Buzz.
C-Store	X	X			One-handed driving. Hold times. Buzz.
Fast Casual	X	X	X	X	Easy global flavor, shareable, buzzworthy.
Cafe/Coffee	X	X	X	X	No deep fryer, dozens of options, takeout.
Casual	X	X	X	X	Takeout or dine-in, dozens of options.
Pizza	X	X	X		Finish in pizza oven, great hold times.
Theme Park/Stadium/Resort	X	X	X		Easy/quick prep. Shareable. Global. Indulgent.
Ghost Kitchen/Food Trucks	X	X	X		Transportable. Add dips for extra.
Fine Dining	X	X	X	X	Elegant toppings, dips, + the profits.
C&U	X	X	X		Grab & Go. Global. Hold time.



Order Your iHola! Churros™ Today

iHola! Churros™ can drive cravable menus that are packed with profit for your operation in 2023. With new production capabilities to meet the demand, J&J Snack Foods is your reliable source for anything churro.

J&J Snack Foods is your complete prepared bakery, snack, dessert, treat and snack solution for years ahead and is the proud manufacturer of these fun and labor-saving brands.



Contact your J&J Snack Foods representative or broker to order your iHola! Churros™ today. Churros.com

