



**For Immediate Release**

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**Relish Cinco de Mayo with the Bold Flavor of Del Monte Pickles**

Del Monte® Pickles Offers Dill-Licious Ideas for Adding Zesty Taste to Your May 5 Festivities

**Chaska, Minn.** – April 21, 2008 – Cinco de Mayo is a celebration of Mexican strength and Del Monte Pickles offers recipes to go bold this May 5 with flavorful foods that make the festivities sizzle. Pickles, or pepinos en conserva as they are known in Mexico, are a versatile food to add flavor and texture to popular Mexican dishes.

Produced by the M.A. Gedney Company, an innovative pickle producer founded just 19 years after the May 5, 1862 Battle of Puebla that inspired the Mexican celebration, Del Monte Pickles are available in a wide variety of palate-pleasing pickle shapes and flavors to add a zesty taste to your Cinco de Mayo menu.

“My family’s Cinco de Mayo celebration did not include pickles in the past,” said Alicia Mar de Daza, a pickle fan whose family enjoys the annual May festivities to celebrate their Mexican heritage. “But now with so many flavorful varieties, we enjoy making old recipes new by adding fresh flavor with pickles. In the past few years we’ve gotten creative with new varieties like Hot & Sweet Zingers... They really make old recipes come alive.”

The Mexican Army surprised and defeated the invading French army that historic day. Here are some ideas for celebrating their bold victory with Del Monte Pickles:

- **Surprise the Senses** – Get in the spirit of the daring and victorious Mexican army with interesting, new and unexpected flavors. Surprise the palate by sprinkling Del Monte Sweet Bread & Butter pickles (B&Bs) on your spicy nachos or spice up your mild tamales by adding diced Del Monte Hot & Sweet Zingers.
- **Create a Crunch** – Be bold with tasty texture this May 5. Create a crunch in guacamole, salsa or mole sauce with crispy chunks of your favorite Del Monte Zingers, Del Monte Dill Spears or Del Monte Black Pepper Babies.
- **Heat it Up** – The Mexican army didn’t run from the heat of battle and neither will your guests as they enjoy your spiciest dishes. Turn up the heat with Del Monte Jalapeño Babies, Del Monte Zinger Spears or Del Monte Zinger Relish.

“Pickles are a delicious and nutritious food that spices up any celebration menu,” said Joe Pinto, vice president of sales and marketing. “Del Monte Pickles offers a wide range of flavors – from sweet and traditional to hot and spicy – to provide the perfect, unexpected taste and texture to make every Cinco de Mayo dish one to remember.”

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Looking for a new take on a Mexican favorite? Simply whisk together the following ingredients in this Cinco de Mayo Pickle Salsa recipe, compliments of Del Monte Pickles:

- ⅓ cup finely diced Del Monte Jalapeño Babies
- 1 large tomato, finely diced
- 1 Del Monte Zinger, diced
- 2 tablespoons finely chopped fresh cilantro
- ⅓ cup finely diced red onion
- 1 tablespoon red wine vinegar
- 2 tablespoons olive oil
- Salt and freshly ground black pepper

### **About *Del Monte* and the M.A. Gedney Company**

For more than 125 years, M.A. Gedney Company has been making extraordinary pickles, condiments, dressings and preserves. M.A. Gedney Company makes and markets a variety of pickles, including the State Fair line, under the Gedney brand name throughout the Midwest and produces and markets Del Monte pickles and relish across the United States under license from Del Monte Foods. In the northeast corner of the U.S., Gedney makes and markets pickles under the Cains brand name. M.A. Gedney Company is headquartered in Chaska, Minn. For more information, visit [www.gedneypickle.com](http://www.gedneypickle.com). For more information about Del Monte Pickles, go to [www.delmontepickle.com](http://www.delmontepickle.com).

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