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E. Formella and Sons Acquires Simply Salsa, Expanding Its Presence in Fresh Salsa Category

E. Formella and Sons, Inc. a leading company in the food manufacturing industry, recently announced the acquisition of Simply Salsa, a renowned fresh salsa company founded in 2011 by Jennifer Deless and her late husband, Charles. This strategic move marks a significant step in E. Formella and Sons commitment to delivering high-quality, innovative, fresh, healthy products to consumers and foodservice operations.

Simply Salsa has earned a reputation for its premium, handcrafted salsa offerings that captivate taste buds with vibrant flavors and the finest, freshest ingredients. The acquisition aligns seamlessly with E. Formella and Sons' dedication to excellence, ensuring a continued commitment to providing customers with top-tier products.

Jennifer Deless, the founder of Simply Salsa, expressed her enthusiasm for the acquisition, stating, "I am thrilled to see Simply Salsa join forces with E. Formella and Sons. Their long-standing commitment to quality and innovation aligns perfectly with the values that have driven Simply Salsa since its inception."

Kathy Formella, the company president stated, "This acquisition underscores E. Formella and Sons' dedication to meeting the evolving tastes and preferences of consumers in the food industry and the need for every foodservice operator to save labor while enhancing quality. We plan to expand Simply Salsa's retail and foodservice foot print, and are delighted to welcome this woman and familyowned company into the E. Formella and Sons family". Consumers can find Simply Salsa on the shelves of local Mariano's stores.



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