



# NEW! Crushed Jalapeño Pepper

Authentic Flavour with  
All-Purpose Versatility



Mild Medium Heat

Code  
140013445

SCC  
10066200260917

UPC  
066200260910

Size  
6 x 320 g

With 94%  
of consumers  
knowing  
Jalapeño, it's a  
must-have in  
your kitchen.<sup>1</sup>

Our new Club House® Crushed Jalapeño Pepper—with its bold, distinctive, earthy green flavour with a touch of smokiness—makes it easy for operators to deliver a vibrant kick consumers love. Big flavour. Zero hassle. Here's why:

## Familiar Flavour, Loved by Consumers

- No Prep Needed:** No chopping or handling fresh peppers. Minimizes spoilage and prep time.
- Consistent & Controllable Heat:** Reliable heat level ensures predictable flavour and spice intensity. Mild to medium heat, suitable for a wide range of consumers, while still delivering bold flavour.
- Versatility:** Crushed Jalapeño Peppers fit dishes across day parts and cuisines. Works in breakfast, lunch, dinner, and snacks; fits Mexican, Canadian, fusion, and more.



## Consumer Excitement is Heating up for Crushed Jalapeño

- Jalapeño has 42.3% menu penetration and projected 4-year growth rate +12%<sup>2</sup>
- 53% of consumers love or like jalapeno<sup>2</sup>

<sup>1</sup>Source: Datassential Snap Report, 2025. <sup>2</sup> Datassentials Macro Trends, 2024



Contact your Club House® sales representative today or visit us at [ClubHouseforChefs.ca](http://ClubHouseforChefs.ca) to discover a fresh array of flavour profiles, ingredient combinations, recipes and more.

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