

Frank's RedHot debuts new dip'n and squeeze sauce

13 March 2024 | News

Frank's introduces two new hot sauce formats for dunking and drizzling and adding the perfect blend of flavour and heat to your favourite foods



Frank's introduces two new hot sauce formats for dunking and drizzling and adding the perfect blend of flavour and heat to your favourite foods

Frank's RedHot is expanding its offerings with two new product lines: Frank's RedHot Dip'n Sauce and Frank's RedHot Squeeze Sauce. Available now at select retailers and coming soon to stores nationwide, the new lines give Frank's fans even more ways to put that \$#!t on everything.

"The new Frank's Dip'n and Squeeze Sauces let fans add the perfect balance of flavour and heat in a new way by dipping or drizzling as much as they want on any food," said Valda Coryat, North America Vice President of Marketing at McCormick & Company, Inc. "Not only are consumers experimenting with different hot sauce flavours, they're adding it on a wider variety of foods from pizza to noodles. More Frank's flavours mean more versatility and more ways for consumers to create their unique signature combinations throughout the year."

The Dip'n Sauce line features three milder flavours packaged in convenient 12-ounce inverted grip bottles. The thicker, dipable cousin to the regular hot sauce will cling to food. They are ideal for dipping, dunking or spreading on sandwiches.