

Zambos® and Tajín® partner to introduce new snacks

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Snacking just got a bold upgrade! Zambos and Tajín have joined forces to launch Zambos with Tajín premium plantain chips, a delicious fusion of Zambos' crunchy plantain chips and the signature chile-lime flavour of Tajín Clásico seasoning.

Zambos, a leading brand in authentic Latin snacks, and Tajín, the No.1 chile-lime seasoning in the U.S., bring together tradition and innovation in this exciting new snack. Each chip is coated with Tajín's unique blend of chile, lime, and sea salt, delivering a bold, zesty taste that pairs perfectly with dips and salsas or as a stand-alone treat.

"We're beyond excited to team up with Tajín to bring this unique flavour to life," said Luis Alberto Weddle, Category Manager of Snacks Yummies at Zambos. "This collaboration reflects our commitment to creating snacks that celebrate the vibrant flavours of Latin America. Zambos decided to make magic by combining the exquisite flavour of its iconic premium plantain chips with the bold and sensational flavour of Tajín to create a whole new experience. We're confident fans will love THE PERFECT DUO of Zambos Tajín Flavored Plantain Chips as their new go-to snack."

Haydee Fernandez, Director of Alliances at Tajín USA International, added, "At Tajín, we're always looking for new ways to bring our signature flavour to fans. This snack is perfect for any occasion, whether it's a gathering with friends or simply enjoying a flavorful bite."