

Doritos Launches Flaminâ?? Hot Nacho

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In a hot twist on an original flavor, Doritos, one of the marquee brands from PepsiCoâ??s Frito-Lay division, is setting the snack aisle on fire with the release of its latest bold flavor — Doritos Flaminâ?? Hot Nacho. For the first time on a tortilla chip nationwide, the new flavor offers a combination of the popular hot and spicy flavor of flaminâ?? hot and the timeless flavor of original nacho cheese.



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"Doritos Flaminâ?? Hot Nacho is a new, unique flavor that gives fans the essence of the original Doritos Nacho Cheese with a flaminâ?? hot kick we know snackers love," said Leslie Vesper, senior director of marketing, Frito-Lay North America. "Weâ??re excited to bring together two of our most popular flavors just in time to spice up the snack aisle for the new year."

Flaminâ?? Hot Nacho is Doritosâ?? latest push into the hot & spicy food category, one of the fastest-growing segments in the food industry. Flaminâ?? Hot Nachoâ??s taste experience starts with the original nacho cheese flavor fans know and love, followed by a kick of heat that continues to build.