

## NAKED infusions Organic Gourmet Salsa Blasts Into Arizona Whole Foods Locations

Calabasas, CA July 22, 2014

NAKED infusions recently completed an in-store marketing blitz in Whole Foods Market locations in Scottsdale, Phoenix, and Tucson, Arizona. This campaign was designed to introduce NAKED infusions organic gourmet salsa to store personnel and customers. TexMex cuisine is popular in Arizona, so the company is excited to bring their award-winning, fresh tasting jarred salsa to such an appreciative audience.

The NAKED infusions line of gourmet salsa features fresh, clean taste and organic, Non-GMO Project certified ingredients. Founder Selene Kepila explains, "The key to fresh-tasting salsa in a jar lies in what's not in it. NAKED infusions salsa doesn't include onions, vinegar or sugar." This appeals to customers with food sensitivities or restricted diets, as well as consumers who simply want the convenience of a jarred salsa combined with fresh taste.

NAKED infusions Brand Ambassador Rene Talavera swept into Arizona Whole Foods locations with his team in early July. He began his campaign with the staff of each store. He distributed the always-popular Get NAKED buttons, stickers and t-shirts to store employees to get them excited about NAKED infusions' products. Whole Foods staff also had the chance to sample several varieties of NAKED infusions salsa. As Kepila often says, "Once someone tastes it, they love it."

Talavera says that store employees are the last defense against customers impulsively deciding not to buy a product at checkout. "If the customer says, 'I don't want this after all,' the cashier can say, 'Actually, I have this at home and it's really good,'" convincing them to buy it."

Once the staff was on board, Talavera turned his attention to the customers. The NAKED Girls walked around the store wearing NAKED infusions tees and carrying jars of salsa. They directed customers to Talavera's table where they could try samples of NAKED infusions gourmet salsa for themselves. Customers praised NAKED infusions' fresh robust taste, and wide variety of flavors.

In keeping with NAKED infusions' policy of leaving each community better than they found it, for 40 days they will be donating 10% of proceeds to local charities. The staff at each Arizona Whole Foods location will get to name the charity to receive their store's donation.

NAKED infusions salsa includes Mild, Medium and Extra Hot varieties of Signature Ripe Tomato salsa, as well as unusual infused varieties, including [Rustic Blue Cheese](#), [Fire Roasted Garlic](#), [California Burnt Sage](#), [Black Silk Espresso](#) and [Oaxaca White Chocolate](#).

NAKED infusions products are now on shelves in natural food stores in nearly all 50 states. [Store locations](#) include Central Market, Sprouts, Chamberlin's Natural Foods, Good Health Natural Foods, and Akins Natural Food Market. The company plans to expand to more locations in the coming months. A [list of stores](#) that carry NAKED infusions salsa is available on the company's website.

NAKED infusions salsa is available in 16-ounce jars, and 4-ounce mini-jars. NAKED infusions organic corn chips are also now available in select stores. All NAKED infusions products are [available online](#) and the company offers coupons and discounts to those who sign up for their mobile app or text getnaked to 40691.