

## News Center

NMSU's fiery hot sauce and salsa now landing in airports across the Southwest



New Mexico State University's Holy Jolokia hot sauce and salsa, made from the hottest chile peppers on the planet, are now available in airports across the Southwest. (NMSU photo by Harrison Brooks)

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*Writer:* **Justin Bannister**, (575) 646-5981, [jbannist@nmsu.edu](mailto:jbannist@nmsu.edu)

Need some serious spice while on the go? New Mexico State University's Holy Jolokia hot sauce and salsa, made from the hottest chile peppers on the planet, are now available in airports across the region. NMSU, CaJohn's Fiery Foods and The Paradise Shops will celebrate Holy Jolokia's success during an event at 10 a.m. Friday, May 21, at the El Paso International Airport.

CaJohn's Fiery Foods partnered with NMSU last year to produce the hot sauce, and later a salsa, made from Bhut Jolokia chile peppers. Bhut Jolokias are certified by NMSU's Chile Pepper Institute and

confirmed by the Guinness Book of World Records as the hottest peppers on Earth. They have a rating of more than one million Scoville Heat Units, which is about 100 times hotter than the average jalapeno.

"The hot sauce and salsa are delicious. They're extremely hot, but they're delicious. We really think customers are going to enjoy them," said Mark Gladden, the major gifts officer for NMSU's College of Agricultural, Consumer and Environmental Sciences.

The Paradies Shops operates stores in more than 70 airports and hotels across the U.S. and Canada. The company initially carried Holy Jolokia only at the El Paso International Airport, but later expanded to more than a dozen other locations.

A portion of Holy Jolokia sales will help the Chile Pepper Institute in raising money for an endowed chair in chile pepper research and to establish a new, expanded Chile Pepper Institute facility featuring a tourist venue; conference, seminar and classrooms; a sustainable teaching and demonstrating garden; and a state-of-the-art greenhouse.

Video of Holy Jolokia hot sauce and salsa is available at <http://www.youtube.com/watch?v=6iG59Cc27-Q>.

Broadcast Advisory: Video and sound bites are available under the slug Holy Jolokia at the following ftp site: <ftp://aggievision:goaggies@aggievision.nmsu.edu>

Use the following information if you are using a download client: Host: aggievision.nmsu.edu Username: aggievision Password: goaggies. To download these files you must have Quicktime Pro software. For questions on problems with downloading, please contact Minerva Baumann (575) 646-7566.