

# UNCLE JULIO'S

## MEXICAN

from Scratch

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FOR IMMEDIATE DEVOURING

## Get 'Em *Because* They're Hot: Uncle Julio's Fires Up for Fall with New Cholula Fajitas in Partnership with Well-loved Hot Sauce Brand

*Customers can win Uncle Julio's gift cards and one lucky person will win Cholula for life!*

IRVING, Texas (Sept. 28, 2020) – It's a match made in hot sauce heaven as Uncle Julio's brings the fiery flavor of everyone's favorite hot sauce, Cholula, to its delicious mesquite-grilled fajitas. The [new Cholula Fajitas](#) are now available at Uncle Julio's on Fridays only for dine-in or to-go starting at \$20.50, and are only available through October 30.



Inspired by the rich Mexican heritage of Cholula, the culinary team at Uncle Julio's has prepared a special Cholula marinade for its mouth-watering cuts of high-quality chicken and beef used for Uncle Julio's fajitas. After being grilled over mesquite, the fajitas are then drizzled with Cholula Crema and served with fresh guacamole, sour cream, cheese, pico de gallo, sautéed peppers and onions with homemade flour tortillas, Mexican rice and frijoles a la charra.

Guests who order Cholula Fajitas will also receive a complimentary mini bottle of Cholula (while supplies last) to take home and help ensure they are never far from an authentic, delicious hot sauce.

To celebrate this flavorful new partnership, Uncle Julio's is giving away a \$1,000 gift card each week for five weeks, starting October 2. To enter, fans and followers can simply comment and tag a friend on the dedicated Cholula contest post each week on the [Uncle Julio's Instagram](#). And don't miss the fiery finale on October 30 when one lucky commenter will win Cholula for life! Find sweepstakes terms and conditions [here](#).

“We’re getting fired up for fall! It’s exciting to work with a brand like Cholula that is rooted in authentic flavors and ingredients, just like Uncle Julio’s,” said Harper Caron, president of Uncle Julio’s. “Our guests will really enjoy the rich taste of these Cholula Fajitas, and we’re excited to bring them something special to kick off this new season.”

**Cholula Hot Sauce** is the delicious result of a recipe using a blend of arbol and piquin peppers along with a creative mix of spices and inspired by its rich Mexican heritage. The iconic wooden cap represents the true commitment to craftsmanship behind every product. In addition to the Original recipe, the product line includes five additional varieties – Chipotle, Green Pepper, Chili Garlic, Chili Lime and Sweet Habanero, which can be found at retail and in food service establishments nationwide. For more information about Cholula Hot Sauce, check out [www.cholula.com](http://www.cholula.com).

**Uncle Julio’s** serves made-from-scratch Mexican cuisine, using fresh ingredients and authentic recipes to create its signature taste in everything from mesquite-grilled meats to hand-crafted margaritas. Headquartered in the Dallas, Texas area, the first Uncle Julio’s opened in 1986 and continues to expand to define the polished casual Mexican industry. To find a location near you or to peruse the mouth-watering menu, visit [UncleJulios.com](http://UncleJulios.com), or connect with Uncle Julio’s on Facebook [@UncleJulios](https://www.facebook.com/UncleJulios) and Instagram [@UncleJuliosMexican](https://www.instagram.com/UncleJuliosMexican).

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