



505 Southwestern® Flame Roasted Green Chile to be Sold in Walmart Stores Across U.S.

Company's recent investment in increased manufacturing capacity helps to support nationwide expansion

Albuquerque, New Mexico and Greenwood Village, Colo., March 28, 2022 - [505 Southwestern®](#), the country's leading Hatch Valley flamed roasted green chile brand, announced today that its premium products, including its flagship jarred [Flame Roasted Green Chile](#) product, will be sold in almost all Walmart stores in the United States. Rolling out over the next several months, consumers served by all 4,461 [Walmart locations](#) across the country will be able to purchase 505SW™ at their local store, as well as on-line.

The company attributes this growth to increased consumer demand as Americans in all parts of the country have embraced flame roasted green chile as a premium ingredient and condiment. In addition, the company's recent investments in its five manufacturing and distribution sites across New Mexico and Colorado have allowed 505SW™ to be a reliable supplier to its customers even as global supply chains have been disrupted.

"It has been our long-standing goal to bring the flavor of Hatch Valley, flame roasted green chile to consumers in all corners of the country, and this expansion with Walmart is a critical step in this mission," said Rob Holland, Executive Chairman for Flagship Food Group, parent of 505 Southwestern®. "We've made some strategic decisions over the past few years to invest heavily in our manufacturing capacity and distribution network, and that has allowed us to better serve our customers and keep up with growing demand."

Several other 505SW™ products will be available in many Walmart stores around the country, including the brand's lineup of green chile sauces, salsa, and other products all made with Hatch Valley green chile.

"Discerning consumers know us as 'THE' premium green chile proudly sold in a glass jar, not a can," added Sam Carson, the brand's President. "For 25 years, customers prefer the freshness and quality of our flame roasted green chile and have chosen our product over the competition."

In addition to Walmart stores, 505SW can be found at many major grocers, club stores, and on-line retailers across the US.

About 505 Southwestern®

505 Southwestern®, together with its family of brands and affiliates, is one of the leading premium green chile-based products companies in the country. The brand's core lineup of shelf stable, premium New Mexico salsas, sauces, and flame roasted green chile is the fastest growing of its kind in the USA and is currently sold from London to Los Angeles. The brand's portfolio also includes queso as well as frozen stews and diced green chile. 505 Southwestern® has a commitment to giving back and formed the 505 Southwestern®-New Mexico True Scholars program in conjunction with the State of New Mexico to support a future generation of farmers through its scholarship program. The company is based near Denver with its manufacturing headquarters in New Mexico.

#howdoyou505

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Images available here: <https://app.box.com/s/gq1r1bm6w0fabma9j2664lbyt5v3cy6c>

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