



## CALIENTE FOODS BACKGROUNDER

### SPICY FOOD WITH A BIT OF HUMOR

Based in Dallas, Texas, [Caliente Foods](#) is the maker of the all-natural, gluten-free F.N. (Forgetful Ned) Hot Salsa. Created in 2016 by Texas businessman Cappy McGarr, the company combines a love for spicy food and humor – two hallmarks of the brand’s enigmatic, little-seen namesake Forgetful Ned.

Made in small batches with fresh Roma tomatoes and fresh jalapeño peppers, Caliente products are labeled with a thermometer-intensity rating: F.N. Hot “Medium” Salsa is rated “So hot you’ll forget your anniversary” and F.N. Hot “Hot” Salsa is rated “So hot you’ll forget your pants.” A 16 ounce jar of F.N. Hot Salsa retails for \$4.99.

F.N. Hot Salsa is available at Central Market locations including: Dallas Lovers, Plano, Southlake, Fort Worth, Houston, San Antonio, Austin North Lamar and Austin Westgate.

The salsa and F.N. Hot Habanero Jelly are also available online at [F.N. Hot Food](#). Caliente is busy developing future F.N. Hot products, including a hot sauce.

### CAPPY MCGARR: “EL JEFE GRANDE”

Cappy McGarr is the Founder and CEO “El Jefe Grande” of Caliente Foods. A native Texan and proud University of Texas alum, McGarr is an investor in the Lone Star state and around the country. He is also an acclaimed national advocate for culture, music and humor.

He is an Emmy-nominated Co-Executive Producer of The Kennedy Center Mark Twain Prize for American Humor, the nation’s highest honor of humor, and has served as an Executive Producer of seven White House musical performances honoring legends such as Stevie Wonder, Sir Paul McCartney, and Carole King. He is a creator of the Gershwin Prize for Popular Song, Co-Founder and Executive Producer of the Lincoln Awards, and founder of The University of Texas sports journalism program at The Moody College of Communication.

### FORGETFUL NED: THE ENIGMATIC EPICURE

Forgetful Ned is the namesake of F.N. Hot Salsa as well as the company’s CTO (Chief Tasting Officer). An elusive character rarely seen in public, Ned grew up on a pepper farm in West Texas, where his family developed unique recipes such as their famous Thanksgiving jalapeno pepper pie. A legendary gourmand and one of the world’s top experts on spicy foods, Ned blames his lifelong hot-pepper



consumption on his memory loss. In his spare time, Forgetful Ned is the creator of the delightfully spicy [F.N. Hot video clips](#).

### **GREAT SALSA FOR A GREAT CAUSE**

Caliente Foods donates 5% of profits to the [Special Operations Warrior Foundation](#), which provides educational support and financial aid to children of fallen U.S. Military special ops members.

Founded in 1980, the Tampa, Florida-based SOWF serves 1,000 children, with 140 students enrolled full-time in colleges and universities across the country. The Foundation has been awarded nine consecutive four-star ratings from the U.S.'s leading charity watchdog, Charity Navigator, placing SOWF in the top one percent of charities in terms of financial efficiency.



**FOR IMMEDIATE RELEASE**

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## **TEXAS-BASED F.N. HOT SALSAS NOW BEING SOLD AT CENTRAL MARKET**

*DALLAS-BASED CALIENTE FOODS AND FORGETFUL NED INTRODUCE ALL-NATURAL SALSAS;  
PORTION OF PROFITS BENEFIT SPECIAL OPERATIONS WARRIOR*

**DALLAS – Dec 1, 2016** – The enigmatic Texas character known only as Forgetful Ned announced today that his brand new F.N. (Forgetful Ned) Hot Salsa products are now being sold at Central Market stores in Dallas, Fort Worth, Austin, San Antonio and Houston.

The Dallas-based [Caliente Foods](#) recently rolled out its signature, all-natural F.N. Hot Salsa in both hot and medium flavors.

“We’re excited to partner with Central Markets to help Texans spice up their lives with these delicious salsas,” said Forgetful Ned, the company’s seldom-seen namesake.

“Made in small batches with fresh Roma tomatoes and fresh jalapeno peppers, F.N. Hot Salsa is all-natural, gluten-free, and a perfect fit for a high-quality food emporium like Central Market,” said Cappy McGarr, founder and El Jefe Grande of Caliente Foods. “Chips are just another excuse to eat salsa.”

F.N. Hot Salsa and F.N. Hot Habanero Jelly are also available online at [F.N. Hot Food](#). To help consumers achieve maximum taste-bud precision, all F.N. Hot products are labeled with a thermometer-intensity rating.

- **F.N. Hot “Medium” Salsa: “So hot you’ll forget your anniversary.”**
- **F.N. Hot “Hot” Salsa: “So hot you’ll forget your pants.”**
- **F.N. Hot Habanero Jelly: “So hot you’ll forget your name.”**

**-MORE -**



Caliente is currently developing more F.N. Hot products, including a hot sauce.

A native Texas businessman, McGarr created Caliente Foods as a way to share his love for spicy food and humor. “What the world needs now is a truly great-tasting salsa,” McGarr said. “I want to pour F.N. Hot Salsa over all seven continents so everyone on earth knows what ‘spicy’ really tastes like.”

F.N. Hot Salsa was created from Forgetful Ned’s personal family recipes, handed down from generation to generation.

“Ned’s goal, first and foremost, is to create salsa that people are going to love. But it’s really about the whole experience,” McGarr said. “He just saw a way to do salsa better. Make them laugh in the grocery store aisle when reading the label and smile after their first bite.”

In addition to being the salsa’s namesake, Forgetful Ned is the company’s CTO (Chief Tasting Officer). An elusive character rarely seen in public, Ned grew up on pepper farm in West Texas, where he developed unique recipes such as his infamous Thanksgiving hot-pepper pie. One of the world’s top experts on spicy foods, he blames his lifelong pepper consumption on his memory loss. In his spare time, Forgetful Ned is the creator of the delightfully spicy [F.N. Hot video clips](#).

“The one thing Forgetful Ned never forgets is the importance of giving back,” said McGarr. “Caliente Foods is donating 5% of profits to the [Special Operations Warrior Foundation](#), which provides educational support and financial aid to children of fallen U.S. Military special ops members.”

[F.N. Hot Salsa](#) is being sold at all Central Market locations: Dallas Lovers, Dallas Preston Royal, Plano, Southlake, Fort Worth, Houston, San Antonio, Austin North Lamar and Austin Westgate. A 16 ounce jar of F.N. Hot Salsa retails for \$4.99.

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### **ABOUT CALIENTE FOODS**

*Dallas-based Caliente Foods was launched in 2016 by Texas businessman Cappy McGarr, an Emmy-nominated Executive Producer of The Kennedy Center Mark Twain Prize for American Humor. Caliente is the maker of the all-natural, gluten-free F.N. Hot salsa line. For more information, or to order F.N. Hot products, visit [www.fnhotfood.com](http://www.fnhotfood.com).*



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**CENTRAL MARKET HOSTS TASTING EVENT FOR LAUNCH OF FORGETFUL NED'S  
F.N. HOT SALSAS**

*The grocery chain plans on hundreds of new and existing customers seeking one of the first tastings of what many are calling "the best salsa, hands down!"*

**WHAT:** Central Market stores throughout Texas are hosting tasting events featuring the launch of a new product, Forgetful Ned's [F.N. Hot Salsas](#). Forgetful Ned's F.N. Hot Salsas is a product launch under the umbrella of newly formed *Caliente Foods*. The demos, taking place on October 15<sup>th</sup>, will feature both salsas produced by Forgetful Ned's F.N. Hot Salsas. The (Hot and Mild) flavors will provide a kick unlike any other for those that want to try "the best tasting salsa in the world." Conceptualized by Forgetful Ned, the product line started from scratch, but with more than just a taste benefit in mind. Made in small batches, these carefully selected all-natural ingredients include fresh Roma tomatoes and jalapeños which are of course, gluten free. These salsas won't be staying on the shelf for long. Already amassing a faithful following, the salsas are sure to surprise and ignite your taste buds with each bite. **Be sure to watch, Forgetful Ned's F.N. Hot Salsa's [video clip](#) & [special announcement!](#)**



**WHEN:** **October 15, 2016**

**WHERE:** [Fort Worth Central Market: 4651 West Fwy, Fort Worth, TX 76107](#)  
The tasting is free to the public and anyone that loves salsa! Parking is free and easily accessible.  
\*WILL TAYLOR FOR EACH MARKET AND LOCATION\*

**WHY:** The event is hosted by [Central Market](#) to welcome **Forgetful Ned's F.N. Hot Salsas** who are a proud supporter of Special Operations Warrior Foundation.

With every purchase of the product, 5% of the proceeds will be donated to the [Special Operations Warrior Foundation](#). The foundation ensures full financial assistance for a post-secondary degree from an accredited two or four-year college, university, technical, or trade school; and offers family and educational counseling, including in-home tutoring, to the surviving children of Army, Navy, Air Force and Marine Corps special operations personnel who lose their lives in the line of duty.