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¡Yo Quiero! Declares Dip Week, Turning September Celebrations Into a Full Week of Snack Season Inspiration

Rhome, TX (Sept. 14, 2026) – Why celebrate dips for just one day when an entire week is packed with reasons to snack? ¡Yo Quiero! is kicking off its first-ever Dip Week, a week-long celebration designed to fuel snack season with fresh inspiration for everything from award show watch parties and college football tailgates to Hispanic Heritage Month and two of the dip category's biggest food holidays - National Guacamole Day and National Queso Day.

Running September 13-19, Dip Week brings together the brand's broad portfolio of guacamole, queso, salsa, bean dips and specialty dips through a coordinated campaign spanning social media, influencer partnerships, broadcast appearances, recipes, consumer engagement and retail-focused content.

"September is really the beginning of snack season, and there are so many different occasions bringing people together around food," said Tara Murray, Vice President of Marketing] at ¡Yo Quiero!. "National Guacamole Day and National Queso Day gave us the perfect bookends, but we wanted to think bigger. Dip Week is about showing just how many ways there are to gather, celebrate and snack together with something for every taste and occasion."

The celebration begins Sunday, September 13 with the launch of the ¡Yo Quiero! Snack Season Party Pack Giveaway, inviting consumers to enter through a dedicated landing page for the chance to win a collection of products and entertaining essentials. To amplify Dip Week across social channels, a select group of influencers will also receive the Ultimate Dip Week Mailer featuring an array of ¡Yo Quiero! dips and inspiration for the week's celebrations.

On Monday, September 14, the brand will celebrate television's biggest night with its own lineup of award-winning dips, including Good Housekeeping Snack Award winners Black Bean Dip and Grab & Go Hatch Chile Guacamole, Mindful Awards-winning Queso Blanco and Food & Beverage Magazine-recognized Chunky Guacamole. Influencer Brittney Winbush (@voguebritt) will share Emmy watch party inspiration, while registered dietitian and television personality Diana Mesa will help officially kick off snack season during a Miami broadcast segment featuring several days of dip inspiration.

Tuesday, September 15 marks the start of Hispanic Heritage Month, with ¡Yo Quiero! spotlighting its Cantina-Style and Mexico-Inspired varieties, including Cantina-Style Roasted Salsa, alongside recipes inspired by traditional flavors.

For National Guacamole Day on Wednesday, September 16, the entire ¡Yo Quiero! guacamole portfolio takes center stage through lifestyle content, recipes and influencer gift box coverage. The following day, influencer Lindsey Eaton (@itslindseyeaton) will highlight a selection of ¡Yo Quiero! products, including Elote Dip, Queso Blanco and Chunky Guacamole, while driving additional awareness for the Snack Season Party Pack Giveaway.

Dip Week then rolls directly into the weekend, beginning with National Cheeseburger Day on September 18, when Smoke House Onion Dip, Jalapeño Ranch and Candied Jalapeños will inspire recipes such as Quesadilla Burgers and other twists on the classic burger.

On Saturday, September 19, the focus shifts to college football and tailgating, showcasing the convenience of ¡Yo Quiero! Grab & Go products alongside game-day recipes and entertaining content. The celebration culminates Sunday, September 20 with National Queso Day, featuring the brand's queso varieties across Sunday football spreads, soft pretzels, mac and cheese and other snackable applications.

“Consumers aren’t snacking around just one occasion anymore,” Murray added. “There’s football on Saturday, football again on Sunday, an awards show, a family get-together or simply an afternoon when everyone wants something good to eat. Having a portfolio that stretches from guacamole and queso to salsa, bean dips and bold new flavors lets us be part of all of those moments.”

Through Dip Week, ¡Yo Quiero! will deliver a steady stream of content and inspiration across multiple consumer touchpoints at a time when entertaining, sports and holiday gatherings begin accelerating. These can all be found on the brand’s social pages @yoquierobrands.

For more information about ¡Yo Quiero!’s products, contact Jay Alley at jalley@freshinnovationsllc.com.

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About ¡Yo Quiero!

¡Yo Quiero! Brands is a Texas-based avocado, guacamole, and dip company with cutting-edge facilities in Texas and Mexico. Known as *The Ultimate Dip Destination*™, ¡Yo Quiero! is committed to selecting only the freshest, finest ingredients to create hand-crafted, flavor-forward products that elevate snack-time experiences. As innovators in the industry, ¡Yo Quiero! continues to set trends with their award-winning bold, better-for-you offerings that are available at retailers nationwide. ¡Yo Quiero! brings consumers a wide range of premium products, including guacamoles, salsas, quesos, bean dips, white dips, and more. For more information, recipes, or product availability, visit www.yoquierobrands.com.