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Blu-Brands

INDEPENDENT MARKETS

PRODUCTS CATALOG
SEPT-OCT 2025

www.blu-brands.com
[@blubrandproducts](https://www.instagram.com/blubrandproducts)





Blu-Brands

At Blu Brands, we empower growth

Partnering with independent markets, convenience stores, restaurants, and distributors in more than 21 states, to deliver the food and beverage products your customers love with consistency and reliability.

Why Blu Brands?

- A trusted supply chain serving **600+ stores directly in Texas.**
- Expanding reach to **5,000+ additional stores across 21 states** through our **14+ distributor network.**
- **Curated selection of food & beverage products** that connect with the **Latino audience.**
- Dependable service and solutions that drive your business forward.
- More than 20+ years of retail expertise of our team

Are you ready to boost your sales and meet the growing demand of the Latino audience with consistency and reliability?



Hispanic favorite products and brands.



A wide variety of products.



Reliable and consistent service

Categories

GROCERY

BEVERAGES

BAKES

SNACKS

SWEETS

PEANUTS



Blu-Brands

Introducing Iberia Foods at Blu Brands
Your trusted partner for authentic
Hispanic flavors.



About Iberia

With almost 100 **years in the U.S. market**, Iberia is a **leader in Hispanic foods** and a top-selling brand on the East Coast. Now expanding in Texas, Iberia is already present in **major retail chains**—and with Blu Brands, it's reaching **independent supermarkets and meat markets**.

Why Iberia for Your Store?

- **Nationally recognized brand** with strong Latino loyalty.
- **Top-selling products:** rice, oils, spices, juices, and more.
- **Dedicated support** for independent markets through Blu Brands.

Blu Brands is your partner to bring Iberia's strength to your shelves—boosting sales and meeting the growing Latino demand.



Blu-Brands

GROCERY

GROCERY

IBERIA

Crafted in **Spain**, this exclusive blend combines extra virgin olive oils with the highest level of purity in its category. Celebrated for its **fresh aroma, golden color, and balanced consistency**, it is the perfect kitchen companion—whether for sautéing, dressing salads, or finishing gourmet dishes.

The #1 best-selling olive oil blend at Walmart nationwide, now available for your market with Iberia's quality and tradition.



EXTRA VIRGIN OLIVE OIL BLEND CASE 12/17 OZ

17 FL OZ (500 mL)

075669176090



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GROCERY

IBERIA



JASMINE RICE CASE 8BAGS/5 LB CASE 8BAGS/5LB

Grown in **Thailand**, Iberia Jasmine Rice is a **premium long-grain variety** celebrated for its **fragrant aroma, distinctive flavor, and fluffy texture when cooked**. Versatile and authentic, it elevates everyday meals and special recipes alike, bringing true quality and tradition to every dish.

NET WT 5 LB
075669121625



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GROCERY

IBERIA



MOJO CRIOLLO CASE 12/20 OZ

A **must-have Spanish marinade**, Iberia Mojo Criollo brings the **authentic taste of the Caribbean and Latin American kitchens** straight to your table. Its **zesty blend of garlic, citrus, and spices** makes it the go-to choice for marinating chicken, pork, or beef—infusing every bite with bold, vibrant flavor.

Ideal for the **grill, skillet, or oven**, this iconic sauce helps create dishes that stand out with tradition and taste.

20 FL OZ (591.4 mL)

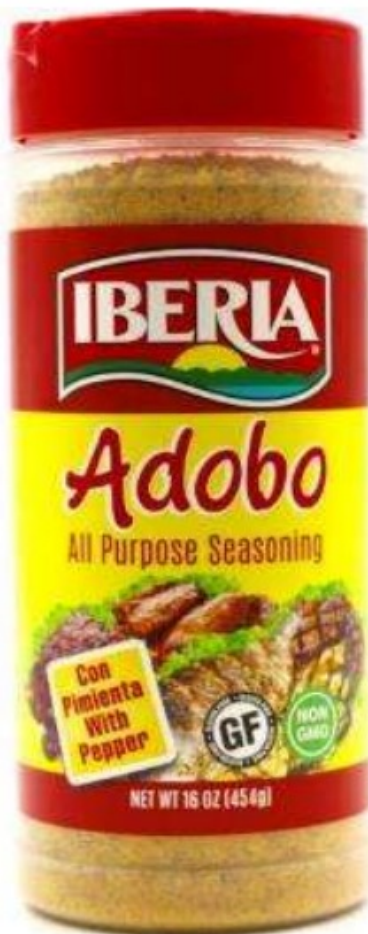
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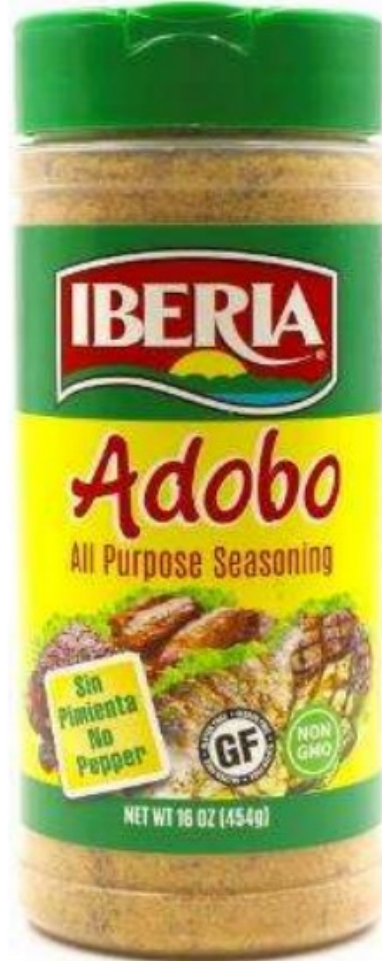
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GROCERY

IBERIA



**ADOBO
WITH PEPPER**
CASE 12/16 OZ (12)



**ADOBO
WITHOUT PEPPER**
CASE 12/16 OZ (12)

A **savory and versatile seasoning blend** that captures the authentic taste of Latin cooking. Perfect for marinating meats, poultry, or adding depth to everyday dishes, Iberia Adobo delivers the classic flavor that kitchens everywhere rely on.

- With Pepper:** Adds a bold kick for those who enjoy a touch of spice.
- Without Pepper:** Offers the same rich adobo taste, crafted for a milder flavor profile.

NET WT 16 OZ (454 g)

075669111527



0 75669 11152 7

NET WT 16 OZ (454 g)

075669111534



0 75669 11153 4

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GROCERY

IBERIA



TOTAL SEASONING CASE 12/12 OZ (12)

A **versatile all-purpose blend** crafted with a balanced mix of **spices and natural herbs** to bring out the best in every dish. From meats and poultry to vegetables and soups, Iberia Total Seasoning adds a **fresh, aromatic touch** that enhances flavor and elevates your cooking with authentic Latin taste.

NET WT 12 OZ (340 g)

075669108442



0 75669 10844 2

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GROCERY

IBERIA



SAZON WITH ANNATTO (ACHIOTE) CASE 18/20CT/3.52 OZ. (18)

Iberia Sazon with Coriander & Annatto in a convenient pack of 20, a flavorful seasoning blend designed to infuse your dishes with the vibrant taste

NET WT 3.52 OZ (100 g)

075669108329



SAZON WITHOUT ANNATTO (ACHIOTE) CASE 18/20CT/3.52 OZ. (18)

Iberia Sazon without Coriander & Annatto in a convenient pack of 20, a versatile and flavorful seasoning blend designed to enhance a variety

NET WT 3.52 OZ (100 g)

075669108336



GROCERY



REFRIED RED BEANS 12/8OZ 227G (CASE X 12 UNITS)

Deliciously smooth and flavorful, Costa del Sol Refried Red Beans are made with **red beans, green pepper, garlic, and onion**, delivering an authentic homemade taste in every bite.



Blu-Brands

BEVERAGES

BEVERAGES



COCONUT WATER WITH PULP
BOTTLE 1/16.4 OZ (24)

16.4 FL OZ (485 mL)
075669115006



COCONUT WATER WITH PULP
CAN 1/16.9 OZ (24)

16.9 FL OZ (500 mL)
075669115105



Blu-Brands

BEVERAGE



PONY MALTA
CASE 4/6PK 24/11 OZ

BEVERAGES

JUMEX



MANZANA -
APPLE



DURAZNO -
PEACH



COCO-PIÑA



MANGO

JUMEX CAN 16 OZ.

BEVERAGES



SOURSOP-
GUANABANA



WATERMELON



MANGO



PINEAPPLE



GUAVA-
GUAYABA

JUICE DRINK WITH PULP - NECTAR CAN
1/16.57 OZ (24)

BEVERAGES



Original

Mango

Strawberry

Pineapple

KUII COCONUT MILK SMALL 290 ML



Original

Mango

Strawberry

Pineapple

KUII COCONUT MILK LARGE 345 ML

BEVERAGES



NEW!



BLUE RASPBERRY



COTTON CANDY



CHERRY



STRAWBERRY LEMONADE

ICEE SODA
1/17 FL OZ (CASE X 12)

18

BEVERAGES

NEW!



GRAPE



MANGO



ORANGE



STRAWBERRY

COCO ROYAL FRUIT DRINK WITH NATA 1/10.8FL OZ-320 ml (24)



Blu-Brands

BEVERAGES



**DE LA GRANJA (PLAST) JUGO
DE NARANJA 1/16.9 OZ (12)**

BEVERAGES



HORCHATA DE ARROZ
LATA 1/490ML

BEVERAGES



PEPSI
1/16 OZ



COCA COLA
1/2 LITRO 1/16 OZ

SODAS



Blu-Brands

BAKES

BAKES

NEW!



MUFFIN NUECES
8BAGS/3.53 OZ



MUFFIN CHISPAS
CHOCOLATE 8BAGS/3.53 OZ



MUFFIN CHOCOLATE
8BAGS/3.53 OZ



BROWNIE
20BAGS/2.12 OZ
(1 CASE X UNITS)



BROWNIE NUECES
20BAGS/2.12 OZ EA
(1 CASE X 20 UNITS)

INDIVIDUAL MUFFINS AND BROWNIES



Blu-Brands

BAKES



MANTECADAS VAINILLA MUFFINS
4/4.4 oz (6))



MANTECADA CHIPS MUFFINS
4/4.5 OZ (6)



MANTECADAS NUECES MUFFINS
4/4.4 oz (6))



MANTECADAS MARBLE MUFFINS
4/4.4 oz (6)



Blu-Brands

BAKES



RELLENITOS VAINILLA/CHOOO 4/5.4 O
Z (6)



RELLENITOS CHOCO/CHOCO 4/5.4 OZ (6)

BAKES



PANQUE CHIPS
1/8.5 oz (4)



PANQUE NUECES
1/9 OZ (4)



RIF PANQUE MARMOLEADO
1/9 oz (4)



PANQUE RELLENO
VAIN/CHOCO
1/9 OZ (4)



PANQUECITOS
MARMOLETADOS
MINI CAKES 2/4.9 oz (6)

BAKES

RP FOODS



RP PALMIERS OREJITAS DISPLAY
20BAGX6UNITS/1.9 OZ



Blu-Brands

SNACKS

CHIPS



BARCEL CHIPS FUEGO 170 G



TAKIS FUEGO 200G

Made in México

CHIPS



PORK RINDS
CHICHARRON DE CERDO 100 G



PORK CRACKLINS
99 G



PORK CRACKLINS
HOT & SPICY 99 G

CHIPS



SNAKY PAPA CASERA
SAL 160 G



SNAKY PAPA CASERA
CHILE LIMON 160 G



PAPIRRINGAS 90 G

CHIPS



NEW!



PORK CRACKLINS 5 OZ

NEW!



PORK CRACKLINS SPICY 5 OZ



Blu-Brands

CHIPS



CHURRUMAIS LIMÓN GDE 1/185



TOSTITOS SALSA VERDE



TOSTITOS EXTRA FLAMING HOT

CHIPS



CRUJITOS GDE 1/120 G



RANCHERITOS GDE



TOSTITOS SALSA VERDE



TOSTITOS EXTRA FLAMING HOT

Favorite products in



MÉXICO

CHIPS



PAPAS RECETA CRUJIENTE
FLAMIN HOT



CHEETOS FLAMIN GDE 1/145 G



Blu-Brands

CHIPS

Sabritas

BIG
BAG



BIG
BAG



BIG
BAG



RUFFLES MIX
1/170 G

CHIPS



BIG
BAG



PAKETAXO MEZCLADITO
AMARILLO MEDIANO 170 GR



PAKETAXO BOTANERO
VERDE 255 GR

BIG
BAG



PAKETAXO
QUESO AZUL 208
GR

BIG
BAG



PAKETAXO FLAMIN HOT
MORADO 228 GR (12)



Favorite products in

MÉXICO

B
Blu-Brands

CHIPS



BIG
BAG



DORITOS NACHO
1/5.1 OZ (146 G)



DORITOS
INCOGNITA 1/223G

BIG
BAG



DORITOS
XTRA FLAMIN HOT 1/223G

CHIPS

Zambos



PICOSOS CHILE Y
LIMÓN PLATANOS



SALSA VERDE
PLATANOS



CEVICHE PLATANOS

PLANTAIN CHIPS



RANCHITAS NACHO
EXCITANTE



Blu-Brands

SWEETS

BEVERAGE



BON BON BUM ASSORTED 100 UNITS JAR
1/60 OZ (6)

SWEETS

FLUUUP!



FLUUP JELLY DRINKS NET X 10 14.8OZ (24)



PEANUTS

PEANUTS

Manzela



CACAHUATE
MANZELAZO 1/10 CT

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PEANUTS

Manzela



MANZELIMON 1/10 CT (10)



Blu-Brands

Let's Connect!

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