FOR IMMEDIATE RELEASE

PRESS CONTACT:
Chelsea Anderson-Long | Amber Henrie
In The Lights
(347) 201-0485
churros@inthelights.net



Churro Maker & Sugar photos and videos are available **HERE**

SAN DIABLO ARTISAN CHURROS RELEASES SIGNATURE CHURRO MAKER NATIONWIDE ROUNDING OUT ITS COMPLETE LINE OF AT-HOME CHURRO PRODUCTS FOR THE HOLIDAYS

Newest Churro Maker on the Market Includes San Diablo's Signature Hollow Churro Nozzle Plus Eight Other
Pastry Shape Nozzles

Home Chefs and DIY'ers Will Thrill to Have Access to San Diablo's Award-winning Recipes, Frozen Dough, and Cinnamon Sugars Available for at Home Memories that Last a Lifetime

SALT LAKE CITY, November 24, 2020 — San Diablo Artisan Churros (San Diablo), the only nationwide purveyor of gourmet fresh filled churros that delivers deep-fried happiness on demand, announces the San Diablo Churro Maker. Also known as an extruder, the Churro Maker is the all-in-one tool for churro lovers to make and customize their perfect churro. The product comes with nine differently-shaped nozzles, including the San Diablo Signature Hollow Churro nozzle to make churros that can be filled with decadent sauces, creams and jams. The Churro Maker is a hard plastic kitchen gadget that functions much like a baker's piping bag: load churro dough into the maker and then push the dough through the nozzle. The kit offers links to delicious, easy-to-follow recipes for "heaven sent, wicked good" dough and fillings. Shipping will start December 1, 2020, with PRE-SALE of the churro maker available today. Additionally, San Diablo will offer FREE SHIPPING on orders of \$45 or more.

Prior to the creation of San Diablo's own Signature Churro Maker, the company used other commercially available products when making fresh filled churros at catering events and on their food truck. The launch of their personally branded churro maker, which was developed with mold and injection companies to design a signature hollow nozzle, allows the company to celebrate and continue making their award-winning churros with their own patent-pending intellectual property. San Diablo is also creating a unique user experience through the design of the "Heaven Sent Wicked Good" churro maker box. QR codes on the box will take buyers to a secret page on the company's website with access to San Diablo's award-winning signature churro recipe — including **vegan and gluten-free dough recipes**. Additionally, they can download a e-recipe book of sweet and savory filling recipes submitted by dozens of international chefs, foodies and influencers such as Tara Bench/TaraTeaspoon, Pete Tidwell/The Mighty Baker, Mauricio Martinez/MauCocinadeTodo, Camille

<u>Walker/My Mommy Style</u>, <u>Mely Martinez/MexicoinmyKitchen</u>, <u>Cade and Carrian Cheney/Oh Sweet Basil</u> and more. Consumers who post to social media using the churro maker and tag San Diablo will be sent a gift from their secret menu as well as entered to win a \$100 gift certificate.

To coincide with the churro maker product release, San Diablo is also launching three additional items for nationwide shipping to complete the DIY churro experience:

- San Diablo's award-winning <u>frozen churro dough</u>, ready to thaw and load into the churro maker. It is made from scratch with real ingredients like flour, butter, eggs and Mexican vanilla. Each ball of churro dough makes 10-12 mini churros or whatever other churro-inspired creation foodies can imagine.
- San Diablo's Signature <u>Sweet & Spicy Cinnamon Sugar Trio</u>, which includes their classic sugar and freshly-ground cinnamon mix, cinnamon sugar diablo style with cayenne powder, and cinnamon sugar inferno style with habanero powder.
- A brand new BLACK LABEL sugar called <u>LA MUERTE</u> an extremely spicy cinnamon sugar with ghost pepper powder.

The release of the Artisan Filled Churro Maker and sugars comes on the heels of the release of the **Take & Bake Churro Kit,** which San Diablo began shipping nationwide in August. The kit includes one devil's dozen [13] pre-made and chilled mini churros ready to reheat (in the oven or air fryer), fill, and devour.

"We've been delivering deep-fried happiness throughout Utah since 2016, but 2020 has been a challenging year, and we knew the whole country deserved some churro love," said founder **Scott Porter**. "That's why we created this complete line of churro products, so everyone can enjoy some deep-fried happiness. Ambitious foodies can dive in with creating their own dough and fry from scratch, and the more time-stretched home cook can heat and fill their churros in minutes."

All of San Diablo Artisan Churros products are available at sandiablochurros.com.

ABOUT SAN DIABLO ARTISAN CHURROS

San Diablo Artisan Churros specializes in creating artisan-filled churros for special events and celebrations. The proprietary, award-winning churro dough recipe is made from scratch and fried on-demand. The fried golden brown, hollow-centered churros are filled with "happiness"—gourmet fillings of choice. In a relentless search for churro perfection, the menu has expanded to include seasonal flavors, savory churro offerings, and nationwide at-home delivery. San Diablo members enjoy outstanding quality artisanal food that is undeniably fresh, delicious, and delivered with a unique style of fun. Like their Artisan Churros, San Diablo is filled with social good: supporting local, national, and international non-profit causes.