

# RETHINK HUMMUS



Wholesale Line Sheet—Hiker's Hummus  
Spring/Summer 2023



**uBu Foods is a family business and our family loves two things best...**

# Hiking and Food



**It was only a matter of time until we combined the two.**

Since before our kids could walk, we've been hiking the trails of North America, from Vancouver Island to the rainforests of the Guatemalan Petén. We also happen to make the best hummus. What we began more than 20 years ago at a small coffeehouse has grown into the largest hummus company in Eastern Wisconsin.



We've had all the power bars and we were ready for something different, something that felt like real food. What we wanted was hummus... and that conversation has led us down some new paths! Now we're ready to share Hiker's Hummus with you and your customers. We're eager to see where it takes you!

**Rethinking Hummus & Focusing on Sustainability**

Then it hit us. It's time to move past conventional hummus with its plastic containers and its need for refrigeration. The path we're on is headed toward sustainable hummus. It's lighter, has better packaging, and all of its energy requirements happen under our roof where we can source renewable energy. This is the vision we're working toward.



# HIKER'S HUMMUS™



## Cilantro Lime

(SKU: HIKCL15)



Cilantro Lime has long been our best selling hummus flavor and we've been making hummus for a long time. We use fresh cilantro and real lime juice for an incomparable, tangy flavor that goes the distance! MSRP: \$3.98; Wholesale cost: \$2.24

*Ingredients: Chickpeas, water, lime juice, fresh garlic, spices, and onion.*



## Thai Basil

(SKU: HIKTB15)



Thai Basil is our favorite hummus to make! The aromatic leaves fill our kitchen with an indescribably fresh scent that we love. Thai is a variety of basil known for its light, anise-like flavor. MSRP: \$3.98; Wholesale cost: \$2.24

*Ingredients: Chickpeas, water, lime juice, fresh Thai basil, spices and garlic.*



## Roasted Garlic

(SKU: HIKRG15)

The temptation will be to think of this as 'the plain flavor.' Don't. We roast our garlic, giving it a nuttier, sweeter flavor that stands up on its own two feet and joins you on the trail. MSRP: \$3.98; Wholesale cost: \$2.24

*Ingredients: Chickpeas, water, lemon juice, roasted garlic, spices, and onion.*



## Chipotle

(SKU: HIKCH15)

Our Chipotle Hiker's Hummus is just as spicy and smoky as it should be. We make it with our own chipotle and adobo recipe. It's sure to pair well with Southwestern sunsets. MSRP: \$3.98; Wholesale cost: \$2.24

*Ingredients: Chickpeas, water, lime juice, fresh Thai basil, spices and garlic.*



## Countertop Retail Display

Made by a 100+ year old cheese box manufacturer in Denmark, Wis., our retail display holds four flavors of Hiker's Hummus. Cost: \$32 or free with your first order of four cases.

# Details

## Weights, Measures, and other Specifications

Unit Net Weight: 1.5 oz (43g)

Unit Dimensions: 6" (h) x 4.75" (w) x .5" (d)

Case Count: 24 pouches

Case Dimensions: 5" (h) x 7" (w) x 10" (d)

Case Weight: 2.8 lbs (1.27kg)

Packaging: Mylar-lined pouch

Shelf-life: 12 months

## Placing an Order

Online: Go to [www.ubufoods.com](http://www.ubufoods.com), click on "Wholesale orders" and enter 1679Wholesale

Email: [linda@ubufoods.com](mailto:linda@ubufoods.com)

Cellphone: call or text Linda at (920) 246-0201

## Wholesale Terms for Direct Orders

Lead Time: 2 weeks

MOQ: 2 cases (Case size: 24)

**Free Shipping** on orders of \$400 or more. That's just 2 cases of each flavor.

First order prepaid; repeat orders Net 30

## Ordering Smaller Quantities

Find us at Faire: <https://ubufoods.faire.com>



Take  
your  
Hummus  
for  
a  
hike

*We're happy to send you a sample!*

**Contact Linda Galt**  
for sales or inquiries  
[linda@ubufoods.com](mailto:linda@ubufoods.com)  
(920) 246-0201

**Visit us online at [ubufoods.com](http://ubufoods.com)**