



News Release

Now Available at Sprouts Farmers Market in New Mexico - WisePies Pasta & Pizza Sauces

Experience the NEW Hatch Green Chile Marinara and Hatch Green Chile Alfredo Sauces

Albuquerque, N.M. – February 27, 2024 – WiseChoice Foods LLC, the Albuquerque, N.M.-based minority owned, female lead manufacturer of WisePies Pizza, Snacks and Pasta Sauce, announces new distribution of the WisePies Pasta & Pizza Sauce line of products at Sprouts Farmers Market throughout New Mexico in the “local” section. The pasta sauces are also available through Amazon and at WisePiesPizza.com.

“We are thrilled that our new line of WisePies Pasta & Pizza Sauce is available in more locations throughout New Mexico, and we are excited for more Hatch green chile lovers to experience unique new flavor profiles that will soon be the favorite of many.” said Season Chavez, president of WiseChoice Foods. “Our new sauces are incredibly delicious, have a thicker consistency than the competition, and are packed with all-natural flavors and natural ingredients. WiseChoice Foods has a reputation of delivering the highest quality, clean, authentic products at the lowest possible cost to retailers and customers.”

Based on the popular WisePies Pizza pizza sauce, the new WisePies Pasta & Pizza Sauce line has three marinara sauces and one alfredo sauce including:

- Hatch Green Chile Alfredo Pasta & Pizza Sauce
- Hatch Green Chile Roasted Red Bell Pepper Pasta & Pizza Sauce
- Classic Roasted Red Bell Pepper Pasta & Pizza Sauce
- Spicy Roasted Red Bell Pepper Pasta & Pizza Sauce

To create the new marinara sauces, WiseChoice Foods began with the original, unique roasted red bell pepper pizza sauce recipe that has differentiated its pizza products from national competition since 2014. The company uses only natural, premium ingredients like New Mexico certified Hatch green chile, fresh onions and garlic, and a 14 herb and seasoning blend combined with 100 organic olive oil. These natural ingredients allow the small-batch crafted sauces to deliver a truly robust New Mexican flavor unlike any other. The sauce labels also feature a spice-level indicator informing customers about the level of spice they can expect from the sauce.

“The Hatch Green Chile Alfredo Pasta & Pizza Sauce showcases the versatility of the New Mexican Hatch green chile. A thoughtful combination of green chile carefully mixed with parmesan cheese, garlic, organic grade A cream and an additional spice blend has created a decadent alfredo sauce you can find nowhere else,” said Chavez.

For more information or to order online, visit Amazon or WisePiesPizza.com.

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ABOUT WISECHOICE FOODS LLC:

Started in 2017, WiseChoice Foods LLC launched the revolutionary frozen pizza line, WisePies Pizza – A Smarter Way to Pizza, as a crossover between natural foods and traditional premium pizza that carries a clean label, natural promise and is known for the variety of authentic Hatch green chile products. The team at WiseChoice Foods feels like delicious food can and should also support overall consumer health through better food choices by meeting the highest quality food standards and removing more than 200 unnatural and potentially harmful ingredients that can be found in other food products while maintaining the robust and hearty flavors we all crave.

WisePies Pizza now has an expanded line of frozen products including 10” pizzas, 16” pizzas for food service, calzones, pizza bites, and a new line of sauces for pizza and pasta. WiseChoice Foods is locally owned and operated in Albuquerque, New Mexico, is the first and only frozen pizza company from New Mexico and is certified minority-owned since 2018 by the National Minority Supplier Development Council (NMSDC) Southwest Division. WisePies Pizza is now available in thousands of grocery stores and through food service distributors across the country.

Visit www.wisepiespizza.com to locate the grocery store closest to you that carries WisePies Pizza and to find out more about WiseChoice Foods, WisePies Pizza products and how we're impacting our community.
Instagram - @wisepiespizzausa Facebook - @wisepiespizzausa and @wisechoicefoodsnm