

# BROKEN TACO PRODUCTS NOW READY FOR SALE IN THE US!

## THE BROKEN TACO STORY

The story about how a Norwegian started a successful food company in Norway called Sticky Fingers Norge AS with production in California, USA.

Jon Christian Opøien had been travelling all over the US since 1990 searching for inspirational ideas for his catering company, when he saw a Sticky Fingers Ribhouse sign driving North out of Charleston, SC, back in 2005.

Being a music lover all his life, he suddenly connected the name to the Rolling Stones classic album from 1971. He stopped, had lunch and the rest is history.

Jon became friends with the guys operating the restaurant chain and made a deal to import Sticky Fingers products to Norway. He also produced the famous Sticky Fingers Ribs in Norway together with several of Norway's major food companies.

A couple of years later, the restaurant chain was sold to an investment company and the personal relationship between Jon and the restaurants down South ended in a friendly agreement giving Jon the rights to establish Sticky Fingers in Norway and his own production.

Seeking new production facilities for condiments, Jon ended up in LA. In Orange County he found several small production facilities that were willing to produce all of his different ideas from Ketchup and Mustards to BBQ Sauces and Chipotle Mayo.

While the Sticky Fingers brand grew in Norway, Jon did not slow down. Seeking inspiration, he travelled all across the



# BROKEN TACO



US, often outside the typical hot spots and grew a new love for Tacos and Mexican cuisine.

There's not a lot of Mexican Restaurants in Norway, but Norwegians are famous for their love of having Mexican food at home. Jon got the idea to create a new Taco brand for supermarket sale in Norway, giving the Norwegians US quality on condiments for tacos.

He came over some really good peppers from Giulianos' Specialty Foods in 2018, and he started to buy a couple of their products for the launch of Broken Taco, the brand created by Jon and his Sticky Fingers company in Norway for sale to supermarkets in Norway.

Broken Taco took off immediately, and Jon has created a lot of new products together with Giulianos' Specialty Foods for sale in Norway. Broken Taco Product sales in Norway gained 66% in sales during 2020. The products are listed in Norway's leading upscale supermarket chain Meny.

In total the Broken Taco brand has over 35 different products, including corn chips, sriracha ketchup, different salsas, condiments for nachos, spices and taco seasonings, taco shells, tortillas, and chili peppers for rice, pasta and noodles for sale in Norway.

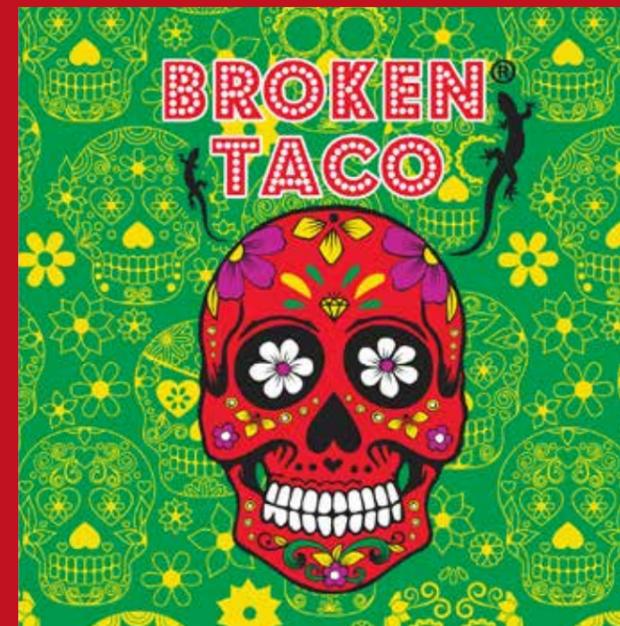
Broken Taco are truly great products, designed with skulls, rock'n roll quotes, fun and colors in a way never promoted on supermarket shelves and sales are gaining every month.

In 2021 Sticky Fingers Norway teamed up with Giulianos' Specialty Foods for an US launch of Broken Taco.

Promotion of the seven first products started on 18<sup>th</sup> March 2021 and can be bought through Giulianos' Specialty Foods in the US market.

## INTERESTED IN BECOMING A RESELLER (BROKER) OR PURCHASER OF BROKEN TACO PRODUCTS IN THE US?

Sticky Fingers Norge AS and Giulianos' Specialty Foods has entered into a Licensing and Cooperation Agreement giving Giulianos' Specialty Foods the right in the US of manufacturing the Broken Taco Products as well as to exporting such goods under the Broken Taco trademark to Sticky Fingers Norge AS.



The Licensing and Cooperation Agreement provides Giulianos' Specialty Foods with the right in the US of offering the Broken Taco Products or putting them on the market, or stocking them under the Broken Taco trademark for those purposes, affixing the Broken Taco trademark to goods or to the packaging thereof, as well as using the Broken Taco trademark on business papers and in advertising including on its website [www.giulianopeppers.com](http://www.giulianopeppers.com).

The Broken Taco Products are based upon a recipe developed by Sticky Fingers Norge AS © 2011-2021, and is produced and sold by Giulianos' Specialty Foods under an US license. All rights reserved.

Giulianos' Specialty Foods promotes sales of the Broken Taco Products through their US broker.

**IF YOU WANT TO BECOME A RESELLER (BROKER) OR PURCHASER OF BROKEN TACO PRODUCTS IN THE US, YOU SHOULD CONTACT BRIAN GIULIANO:**

**By e-mail**  
[brian@giulianopeppers.com](mailto:brian@giulianopeppers.com)

**By mail:**  
Giulianos' Specialty Foods  
att: Brian Giuliano  
12132 Knott Street, Garden Grove, CA 92841

**By web form:**  
Fill out <https://www.giulianopeppers.com/contact/>

## FIRST BROKEN TACO PRODUCTS MANUFACTURED IN THE US

Giulianos' Specialty Foods has since 18<sup>th</sup> March, 2021 manufactured the Broken Taco Products in California with the Broken Taco trademark.

All of the seven Broken Taco Products listed below are perfect food condiments for corn based snack foods, corn chips, grain-based chips, taco shells, tortilla chips, tortillas, nachos, rice, sauces, spices, pasta and noodles. These products are typically a taco product, but they may also be used in seasoned coating for meat, fish or poultry. The Broken Taco Products are food condiment consisting primarily of ketchup and salsa, but such products also contain pickled, onions, peppers and chilies. Giulianos' Specialty Foods will also process preserved garden herbs as seasonings and processed herbs in the Broken Taco line.



**FROM LEFT TO RIGHT (ALL PHOTO'S BY GIULIANOS' SPECIALTY FOODS 2021 - ALL RIGHTS RESERVED):**

**Spicy Serrano Peppers:** Sliced Hot Serrano Peppers in brine.

**Lime Pickled Onions:** Strips of red onions in a brine with lime and raspberry juice. Tart, sweet and crispy.

**Roasted Bell Peppers:** A mix of green and red bell pepper strips grilled and spiced mildly in brine.

**Mild Banana Peppers:** Sliced mild and slightly tart Banana Peppers.

**Sweet Herbed Jalapenos:** Sliced green jalapenos in a sugary brine with processed herbs.

**Honky Tonk Habanero Onions:** Hot, tart and crispy, and contain pickled onions and Habanero peppers in an oily brine.

**Jammed Jalapeno Jazz:** Chopped up red and green jalapeno peppers in a sugary brine, sweet and hot.

**FROM PRODUCTION AT GIULIANOS' SPECIALTY FOODS MARCH 18, 2021.**

