



Chiliheads Get Ready To Sweat... David Ortiz Introduces Big Papi En Fuego *Major Leaguer Launches Lifestyle Sauce Hotter Than His Batting Average*

Major League Baseball star and Red Sox fan favorite, David Ortiz launches **Big Papi En Fuego**, a new lifestyle sauce, which is never off season! Ortiz, a lifelong hot sauce enthusiast, was inspired to create **Big Papi en Fuego** because no sauce was hot enough. **Big Papi En Fuego** is made from a secret family recipe and is hand-crafted in Central America. We can't give away Mama Papi's recipe, but the sauce does include fresh, natural ingredients such as habanera peppers and fresh lime.

Big Papi En Fuego turns up the temperature with four levels of heat:

Original En Fuego – real hot

Monster Double En Fuego – real, real hot

Off the Wall Triple En Fuego – this one will knock your Sox off hot

Grand Slam En Fuego – over the Green Monster hot, smokin'

A portion of **Big Papi En Fuego Hot Sauce's** proceeds will be donated to **The David Ortiz Children's Fund** which raises money for children in need of critical care throughout New England as well as Ortiz's native Dominican Republic (www.davidortizchildrensfund.org).

Big Papi En Fuego will be available for purchase in stores in June and will retail for \$4.99 a bottle. You can also purchase the hot sauce online at www.bigpapienfuego.com

David Ortiz is a Major League Baseball designated hitter who has played for the Boston Red Sox since 2003. Nicknamed "Big Papi," Ortiz is a five-time All-Star and holds the Red Sox single-season record for home runs with 54, set during the 2006 season.

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