

OLDE THOMPSON
since 1944

Seasoning Bombs

Unlock Authentic Flavor. Effortlessly.

Make amazing meals at home with our Seasoning Bombs. Just add a few ingredients and one of our bombs to create **delicious, authentic dishes** from your favorite cuisines, all with minimal effort.



Chinese, Mexican, and Indian are the three most popular cuisines in the US.

55% of shoppers expect to find this item in the spice/seasonings aisle.

Birria's presence on U.S. restaurant menus has increased by over **400%** in the last 4 years.

Pozole has grown by nearly **40%** on U.S. restaurant menus in recent years, with almost **30%** of Americans familiar with the dish as of 2025.

78% of consumers reported eating at home more frequently

Food and restaurant industry reports in 2025 highlight butter chicken as one of the **top-ranking** Indian dishes, frequently adapted into new formats like bao buns, tacos, and even pizza.

Chicken Tinga is predicted to grow **+27%** on menus in the next 4 years.

Thai Green Curry is predicted to grow **+57%** on menus in the next 4 years.

Sources: Google Trends, Suzy Survey Primary Research, Instacart, Datassential

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Contact your account manager to request a sample or learn more.

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*Final packaging is subject to change.

Dinner in 3 Easy Steps



Drop

Drop the Birria Seasoning Bomb into a slow cooker, pressure cooker, or stove top with your meat and water.



Cook

Cook the birria in your preferred cooking method until it is fragrant and tender.



Enjoy

Enjoy with quesabirria, burritos, birria tacos, quesadillas, ramen, nachos, and more!



Scan the QR code to see the Birria Seasoning Bomb in action.

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