

Meijer Creates a 'CHUZA' Moment for Authentic Mexican Snack Brand

For Daniel Schwarz, getting his Mexican-inspired snack brand, CHUZA, onto Meijer's shelves was a true "CHUZA" moment. In Spanish, "CHUZA" means hitting the mark, like a strike in bowling or a home run – perfectly describing both the product and his journey to success.

Originally from Monterrey, Mexico, Daniel moved to the U.S. 15 years ago and now lives in San Diego with his family. He founded CHUZA in January 2020 after realizing he missed the spicy flavors of his hometown.

"Everything there is spiced," Daniel said. "You eat it with tacos, steak, snacks. You eat spices with everything."

Determined to bring those flavors to the U.S., Daniel created CHUZA, a line of dried fruits seasoned with 100% authentic Mexican spices. His mission is to offer a snack free from artificial colors and flavors, giving American consumers a true taste of Mexico.

"There are a lot of spicy snacks in the U.S., but many don't capture the true essence of Mexican spices. We wanted to change that," Daniel said.

Launching during the pandemic was challenging, but CHUZA made it to market in the summer of 2021. Daniel credits his company's upward trajectory with the opportunity to meet with a Meijer buyer at a trade show. Without the funds for a booth, Daniel approached the buyer directly, pitching CHUZA with samples from his backpack. Just a few months later, CHUZA's products were on the shelves at all Meijer stores.

"It was a hustle, but it paid off," Daniel said. "For us, getting into Meijer was a real CHUZA."

Daniel credits Meijer for not just being a retailer, but a true partner. "They're first-class people," he said.


"When they need something, they ask, and when we need something, they respond. It's a partnership where both sides care about each other's success."

CHUZA's offerings at Meijer include four vibrant flavors: mango, pineapple, strawberry, and the newly launched cranberry. While the fruit selection is guided by customer demand, it's the spices that make the products stand out.

"All of our spices come from Mexico, giving our snacks the authentic flavor people love," said Daniel. He also noted that the packaging reflects the colorful spirit of his native country. "The culture is loud, vibrant, and that's who we are. We wanted our packaging to represent that."

Daniel is excited to continue sharing the bold, spicy flavors of his culture with U.S. consumers, and his partnership with Meijer will continue to play a key role in that journey.

"We're just getting started."

Additional assets available online:  [Photos](#) ⁽²⁾

<https://meijercommunity.com/Meijer-Creates-a-CHUZA-Moment-for-Authentic-Mexican-Snack-Brand>