

## Gran Malo x Flamin' Hot – LinkedIn Caption

Some flavors aren't made to be safe.  
They're made to be challenged.

Gran Malo x Flamin' Hot was born at the Edge, where heat becomes ritual and intensity becomes identity. A collaboration that leaned fully into the extreme: tamarind, fire, and a visual language pulled straight from the depths.

The collaboration didn't stop at tequila. Doritos and Sabritas joined the descent, translating the same bold DNA into limited-edition chips that shared the same flames, textures, and unapologetic attitude. Different formats. One shared spirit.

From bottle to bag, design unified the experience: purple as a warning sign, flames as a badge of honor, and premium framing that made every piece feel collectible, exclusive, and not for everyone.

Because some brands don't whisper.  
They dare you to feel the heat.

