



I Dip, You Dip, We Dip

by Lauren Kruchten Jan 31, 2022

Score Big Delicious Southern dips and spreads come Super Bowl Sunday—and every day.

Whether or not you actually care about [football](#), we can all agree that the best part of any Super Bowl party is the dips. And this year, you're gonna wanna up your spread game with Big Delicious Southern dips and spreads, which include fan-fave—and total crowd-pleaser—Carolina Sausage Dip; Original Hot 'Cue Dip (made with pit-cooked pulled pork, Eastern NC vinegar-based [barbecue](#) sauce and corn); and Pineapple & Country Ham Spread (aka the perfect sweet and savory spread to round out a delicious dip frenzy).

Serving as the calm before the score, NC State alum [Jim Millican's](#) Big Delicious—born at the beginning of 2019—won QVC's 2021 The Big Find [competition](#)... and with it punched his ticket to foodie fame. (Airing in September 2021, his dips segment reached 90 million households across the country!) Big Delicious was also the 2021 blue-ribbon winner of NC Specialty Foods Association's product competition in the deli/dairy category. So, winner-winner dippin' dinner?

And not to be outshined by game day eats like wings and pizza, Millican's Big Delicious dips and spreads are "hearty and tasty," he says, adding, "We're not simply a spice pack or soup mix stirred into sour cream. We're the real deal. When I made the recipes, I made sure to make something substantial—in other words, something I would like to eat."

So, trust us, come Super Bowl Sunday, all your friends will be crowded around the snack table. You're welcome. Available at [The Butcher's Markets](#), [NoFo](#), [The Produce Box](#), [For Your Convenience](#) and [bigdelish.com](#)