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RUIZ FOODS INTRODUCES TWO NEW FLAVORS OF TORNADOS BY EL MONTEREY

Tornados by El Monterey Capture Demand for 'Hot-to-Go' Food Choices

Breakfast – lunch – dinner – snacks – Tornados by El Monterey continue to satisfy the consumer's desire for delicious 'hot-to-go' foods that are perfect for any meal or snack and are available at convenience stores and other quick-serve food outlets. The recent introduction includes two new flavors: Chicken Club and Spicy Cheese Steak Tornados by El Monterey.

"With over 15 regular 3 oz. Tornado by El Monterey flavors and five 4.25 oz. XXL Tornado by El Monterey flavors, Tornados offers variety and convenience to the breakfast, lunch, dinner, desert or snack consumer who does not choose to take the time to heat their selection," said Bryce Ruiz, President and Co CEO, Ruiz Foods.

Introduced to the convenience store channel approximately five years ago, Tornados by El Monterey are credited for revitalizing the use of roller grills in convenience stores and quick-serve food outlets.

"We understand that the c-store consumer can look to the hot-case, roller grill, microwave, even steamer," explains Ruiz. "As a result, we have always made a commitment to stay in step with what the consumer wants – frozen foods that are high in quality an great tasting – hand-held meal solutions that are convenient, available hot and ready-to-eat, or microwaveable in just 2 minutes."

El Monterey Tornados are soft flour tortillas rolled in crispy seasoned batter and stuffed with savory meats and real cheeses melted to perfection. Flavors are:

Tornados by El Monterey 3 oz.:

Steak, Egg & Cheese Tornados
Egg, Bacon, Cheese & Salsa Tornados
French Toast & Sausage Tornados
Ranchero Beef Steak & Cheese Tornados
Apple Cinnamon Tornados
Southwestern Style Chicken Tornados
Shredded Beef Tornados
Sausage, Egg & Cheese Tornados
Cheesy Pepper Jack Tornados
Grilled Chicken and Cheddar Tornados
Cheese and Pepperoni Tornados
Nacho Supreme Tornados

Supreme Omelet Tornado

NEW: Chicken Club

NEW: Spicy Cheese Steak

XXL 4.5 oz Tornados by El Monterey:

Apple Cinnamon XXL Tornados

Cheese and Pepperoni XXL Tornados

Southwest Chicken XXL Tornados

Ranchero Beef Steak and Cheese XXL Tornados

Egg, Sausage and Cheese XXL Tornados

Ruiz Foods is a privately owned corporation with corporate offices in Dinuba, CA. Third generation Kim Ruiz Beck, the elder daughter of Co Chairman and Co CEO Fred Ruiz, is Co Chairman. Bryce Ruiz, the elder son, is President and Co CEO.

Ruiz Foods is dedicated to premium quality, authentically prepared frozen Mexican foods selling to all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. The signature brand is El Monterey®. Ruiz is the market leader within the frozen Mexican food category, manufactures the #1 Brand of frozen Mexican food in the U.S. and employs over 2,600 Team Members in three facilities located in the United States. ##