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RUIZ FOODS INTRODUCES TORNADOS BY EL MONTEREY TO THE RETAIL CHANNEL

Tornados by El Monterey Offer Value, Convenience, Great Taste and Quality

DINUBA, CA: Ruiz Foods announces the introduction of Tornados by El Monterey to retail grocery stores (six flavors). Tornados were introduced to the Hot-to-Go consumer approximately five years ago and quickly revolutionized this segment on a national level. Perfect for every meal occasion, Tornados – freshly baked flour tortillas rolled in a crispy seasoned batter and stuffed with savory meats and real cheese melted to perfection – offer value and convenience coupled with quality and great taste. Each Tornado contains 0 grams trans fat and can be prepared by pan frying, microwaving, deep frying or in a conventional oven.

“For some time now, our Hot-to-Go consumer has been encouraging us to make it possible for them to purchase Tornados at their local grocery store,” said Bryce Ruiz, President and Co CEO, Ruiz Foods. “‘We want to be able to enjoy Tornados at home, too’ is what they tell us via our website or during consumer focus groups. Consumers agree it is the convenience, value, great taste and quality ingredients of our Tornados by El Monterey that have made them extremely popular for all eating occasions.”

Tornados by El Monterey:

- Ranchero Beef & Cheese Tornados
- Grilled Chicken & Cheese Tornados
- Chicken Club Tornados
- Southwest Chicken Tornados
- Cheesy Pepper Jack Tornados
- Cheesy Pepperoni Tornados

Suggested MSRP for each 8.4 oz box of three Tornados is \$2.79. For more information please call Customer Service: 559-591-5510.

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. ##