

Business

THE FRESNO BEE
MONDAY, NOVEMBER 7, 2005

WORD ON THE STREET

Business news from around the Valley

The buzz

Buzz Lightyear and frozen Mexican food are teaming up to promote the 10th anniversary DVD release of "Toy Story." A \$3 rebate is available with the proof of purchase of the DVD and Ruiz Foods Inc.'s El Monterey products.

"Toy Story" co-stars Lightyear and Woody can be seen on the family 10-packs of El Monterey beef and bean burritos, beef and bean chimichangas and bean and cheese burritos.

The promotion will end in December.

El Monterey, the nation's No. 1 brand of frozen Mexican food, is experiencing sales growth of 17% in its retail division, according to the company press release. Ruiz Foods is based in Dinuba.



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**EL MONTEREY FAMILY-PACK BURRITOS AND
DISNEY-PIXAR'S "TOY STORY" TIE-IN PROMOTION TARGETS CORE CONSUMER**

DINUBA, CA: Ruiz Foods announces an El Monterey/Disney-Pixar "Toy Story" DVD promotional tie-in to specifically target its core consumers. This is the first promotion of its kind to be advertised on three popular El Monterey brand family 10-pack burritos: El Monterey Beef and Bean Burritos, El Monterey Beef and Bean Chimichangas and El Monterey Bean and Cheese Burritos.

"This is a very exciting promotional tie-in for us," explains Kim Ruiz Beck, Vice Chairman, Ruiz Foods. "It provides us with an opportunity to target our core consumer with a very special offer which will also serve to introduce them to our other product offerings ... El Monterey Flour and Corn Taquitos, Tamales, Enchiladas, Mexican Appetizers ... as well as our website (www.elmonterey.com) which has many delicious and easy-to-make recipes."

The promotion, which celebrates the Toy Story 10th Anniversary DVD release, began in September and was supported by an early October FSI drop which carried a 50 cent coupon good on any El Monterey product. The promotion will run through December, 2005.

According to the most recent IRI update (52-weeks, October 9, 2005), El Monterey remains the #1 Brand of frozen Mexican food and is experiencing double-digit growth of 17%. The top three frozen Mexican items are El Monterey Beef and Bean Chimichangas, El Monterey Bean and Cheese Burritos and El Monterey Beef and Bean Burritos.

"Our El Monterey brand has been experiencing double-digit growth for nearly 6 years," adds Beck. "We take pride in our dedication to quality and customer service and clearly understand that our partnership with our customers is a major factor in our product's success."

In June, 2005, Hispanic Business named Ruiz Foods 3rd among the Top 10 U.S. Hispanic-owned manufacturing firms and 2nd among the Top 10 U.S. Hispanic-owned food manufacturing companies.

Ruiz Foods is a privately owned corporation with corporate offices and the first manufacturing facility and distribution warehouse in Dinuba, CA. A satellite manufacturing facility is located in Tulare, CA. A second manufacturing facility and distribution warehouse located in Denison, TX is in the final stages of renovation and is scheduled to open in December, 2005.

Third generation Kim Ruiz Beck, the elder daughter of co-founder and Chairman/CEO Fred Ruiz, is Vice Chairman. Bryce Ruiz, the elder son, is Executive Vice President.

Founded in 1964 by Fred Ruiz and his father, Louis Ruiz, Ruiz Foods is dedicated to premium quality, authentically prepared frozen Mexican foods selling to all channels of distribution: retail, convenience store, clubs, vending, national accounts and foodservice. The signature brand is El Monterey. Ruiz is the market leader within the frozen Mexican food category and manufactures the #1 Brand of frozen Mexican food in the United States.

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