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**RUIZ FOODS INTRODUCES EL MONTEREY®
AUTHENTIC BURRITOS**

Mexican Food Designed For the C-Store Targets 'Homemade' Trend

Ruiz Foods, the nation's only full line manufacturer of frozen Mexican food, introduces El Monterey® Authentic Burritos - a new line offering c-store consumers the great 'authentic' and 'homemade' flavor profiles of Mexican food - just like mom would make.

The new El Monterey® Authentic Burritos are available in three flavors: Ground Beef and Spicy Potatoes, Shredded Steak and Spicy Potatoes, Bean and Cheese.

Flavor profiles selected for final development were directed by a number of strong trend indicators:

- c-store meal purchases continue to increase
- lunch (11 AM to 1 PM) remains the most preferred purchase time
- c-store consumers demonstrate a strong demand for Mexican food and enjoy a more 'homemade' Mexican flavor profile experience

Each El Monterey® Authentic Burrito is ideal for the convenient-driven consumer segment that does not want to take much time to heat their food selection - each 5 oz burrito is available in a convenient 1-minute heat-to-go package.

"As with all of our products," explains Kim Ruiz Beck, Vice Chairman Ruiz Foods, "each El Monterey® Authentic Burrito is made with tortillas fresh from our own bakery. They are then filled with robust and flavorful ingredients perfect for the hand-held or dashboard dining consumer's desire for a meal that is quick and saves time yet offers variety and innovation."

Unified, bi-lingual packaging with a distinctive 'homemade' design grabs the attention of the consumer. With an MSRP of \$1.49 each, all three flavors are available by calling Customer Service at 1-800-477-6474.

Ruiz Foods is a company dedicated to premium quality, authentically prepared frozen Mexican food selling to all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. The signature brand is El Monterey®. Based in Dinuba, CA, Ruiz has been the #1 brand of frozen Mexican food in the United States since the early 90's.##