



CONTACT: Pat Summers
Office: 559-222-7100
Cell: 559-285-1100

RUIZ FOODS INTRODUCES EL MONTEREY SOUTHWEST CHICKEN TAQUITOS

El Monterey Taquitos offer convenience, ease of preparation, premium quality and the distinction of receiving the 'ChefsBest™ Best Taste Award'.

DINUBA, CA: Ruiz Foods introduces El Monterey Southwest Chicken Taquitos made with savory chicken, cheeses, veggies and flavorful Mexican spices wrapped in an oven-baked flour tortilla then lightly fried in a seasoned, crispy batter. As with all El Monterey products, El Monterey Southwest Chicken Taquitos contain 0 grams trans fat and are perfect for a quick snack, entertaining, or accompanied by salad, beans or rice for a full meal.

"All our El Monterey Taquitos are perfect for consumers looking for a convenient and delicious snack or meal," said Bryce Ruiz, President and COO, Ruiz Foods. "At Ruiz Foods we have always made a commitment to stay in step with what the consumer wants – frozen foods that are high in quality, great tasting and easy to prepare. So it's rewarding when our products receive the coveted American Culinary 'ChefsBest™ Best Taste Award'. This award serves to confirm that we are manufacturing a product that our consumer truly wants and enjoys."

El Monterey Shredded Beef and Cheese Flour Taquitos and El Monterey Chicken and Cheese Flour Taquitos are also recipients of the 'ChefsBest™ Best Taste Award.' The American Culinary 'ChefsBest™ Best Taste Award' is presented only if a product secures the highest score in their category and meets certain standards in areas such as taste, texture, aroma, feel and freshness.

"ChefsBest™ not only utilizes the expertise of professional chefs in their determination," adds Ruiz, "but the taste tests are conducted by purchasing the actual product from the stores and preparing them just as the consumer would at home. It's purposely ensured to be a very impartial and fair review."

El Monterey Taquitos have revolutionized America's favorite party fare. Prepared with quality meats, cheeses and robust ingredients, all El Monterey Taquitos are hand-rolled in freshly baked tortillas prepared in the Ruiz bakery. Both flour and corn tortilla options are available. Product can be baked in the oven, fried, or microwaved. The MSRP is \$7.99. El Monterey Southwest Chicken Taquitos are available by calling Ruiz Foods customer service at 1-888-477-6474.

Available Flour Tortilla Taquitos:

Shredded Steak & Cheese Taquitos
Chicken & Cheese Taquitos
Egg, Bacon & Cheese Breakfast Taquitos

NEW: Southwest Chicken Taquitos In a Seasoned Batter

Available Corn Tortilla Taquitos:

Shredded Steak Taquitos

Chicken Taquitos

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

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 2,500 Team Members in three facilities located in the United States. ##

