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RUIZ FOODS INTRODUCES AN A.M. EXTENSION TO ITS EL MONTEREY BUTCHER WRAPPED BURRITO LINE

*Product responds to the continued demand for more variety in breakfast choices at
C-Store Channel and Hot-to-Go Outlets.*

DINUBA, CA: Ruiz Foods introduces a fifth flavor to its El Monterey Butcher Wrapped Burrito line – Chorizo, Egg and Cheese. The 8-ounce El Monterey Butcher Wrapped Chorizo, Egg and Cheese Burrito is the third in the A.M. line and offers a more traditional Mexican favorite to the dashboard diner.

“Our research confirms the demand for additional breakfast selections at c-store and hot-to-go outlets,” explains Bryce Ruiz, President and COO of Ruiz Foods. “Chorizo is a very popular chile and garlic flavored Mexican sausage that was originally derived from the Spanish sausage of the same name. Over the centuries, however, chorizo has evolved to become distinctly Mexican and is an extremely popular breakfast protein when mixed with scrambled eggs. As the American palette evolves – becoming more sophisticated and looking for new flavors and textures – our El Monterey Butcher Wrapped Chorizo, Egg and Cheese Burrito will be a welcome addition to what is considered the most important meal of the day.”

According to the U.S. Department of Health and Human Services “breakfast is the most important meal of the day”, yet according to the National Frozen and Refrigerated Foods Association “breakfast is increasingly eaten outside the home as adults consolidate commuting time with mealtime. 20% of adults skip five or more breakfasts in a week and 33% skip at least one breakfast per week. Only 48% eat breakfast on a daily basis.” El Monterey Butcher Wrapped Burritos are a convenient solution for those who find it difficult to make time for the most important meal of the day.

El Monterey Butcher Wrapped Burritos are made with tortillas fresh from the Ruiz bakery, filled with flavorful ingredients and microwaveable in less than 2 minutes. In an authentic presentation, each are wrapped with traditional butcher paper and feature a colorful label. With an MSRP of \$1.49 to \$1.89 each, all five flavors are available by calling Ruiz Foods customer service at 1-800-477-6474.

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

Dedicated to premium quality, authentically prepared frozen Mexican foods, Ruiz Foods sells to all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. The signature brand is El Monterey. Ruiz Foods is the market leader in the frozen Mexican food category and manufactures the #1 brand of frozen Mexican food in the United States. With three manufacturing facilities in the United States, Ruiz Foods employs over 2,300 Team Members. ##