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RUIZ FOODS INTRODUCES EL MONTEREY GRILLED QUESADILLAS

*Product offers quality ingredients: freshly-baked tortillas,
chicken breast or shredded steak and real cheeses*

DINUBA, CA: Ruiz Foods introduces El Monterey Grilled Quesadillas – a popular Mexican sandwich perfect for snacks, appetizers or accompanied by fruit, salad, rice or beans for a complete meal. Each 3 oz. El Monterey Quesadilla is microwaveable in less than 2 minutes and was specifically developed in response to the continued demand for convenient, quality and authentic Mexican food. As with all El Monterey products, El Monterey Grilled Quesadillas contain 0 grams trans fat.

El Monterey Grilled Quesadilla flavors include:

Chicken and Cheese Grilled Quesadillas
Shredded Steak and Cheese Grilled Quesadillas

“We believe our El Monterey Quesadillas are right on the mark for the consumer who is looking for a convenient meal solution,” said Bryce Ruiz, President and Chief Operating Officer, Ruiz Foods “whether they want to prepare a quick snack when the kids come home from school or whether they’re looking to slice some fresh fruit, or make a salad and serve a quality, great tasting Mexican meal.”

El Monterey Quesadillas are made with freshly-baked fluffy tortillas prepared in the Ruiz bakery. Still warm, each tortilla is then filled with mild spices, chicken breast or shredded steak, and real cheeses – resulting in a mouthwatering snack or delicious meal that can be easily prepared in less than 2 minutes. MSRP is \$3.49.

“The popularity of Mexican food continues to increase ... solidly,” adds Ruiz. “Not only among general market consumers but second and third generation Mexican-Americans.”

According to the Census Bureau’s figures, the greatest source of the nation’s Hispanic growth is births rather than immigration. This indicates a young and growing population with either both parents born in the United States or just one foreign-born parent.

El Monterey Chicken and Cheese or Shredded Steak and Cheese Grilled Quesadillas are available by calling Ruiz Foods customer service at 1-888-477-6474.

Ruiz Foods is a family-held corporation co-founded in 1964 by Fred Ruiz and his father, Louis Ruiz. 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. ##