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**RUIZ FOODS INTRODUCES AN
EL MONTEREY “MEAT LOVERS” DREAM –
THE SUPREME OMELET TORNADO**

El Monterey Tornados Capture Demand for ‘Hot-to-Go’ Food Choices

Breakfast – lunch – dinner – snacks – El Monterey Tornados continue to satisfy the consumer’s desire for delicious ‘hot-to-go’ foods that are perfect for any meal or snack and are available at convenience stores and other quick-serve food outlets. The January, 2007 introduction of the El Monterey Supreme Omelet Tornado is the newest addition to the breakfast Tornado flavors and includes Egg, Sausage, Bacon, Ham and Cheese – a ‘meat lover’s’ dream.

“With 13 regular 3 oz. El Monterey Tornado flavors and four 4.25 oz. El Monterey XXL Tornado flavors, El Monterey Tornados easily capture the breakfast, lunch, dinner, desert or snack consumer who does not choose to take the time to heat their selection,” said Bryce Ruiz, President and COO, Ruiz Foods.

El Monterey Tornados not only revitalized the use of roller grills in convenience stores and quick-serve food outlets, but c-store retailers recently named the El Monterey Nacho Supreme Tornado a “2006 Best New Product”.

“We understand that the c-store consumer can look to the hot-case, roller grill, microwave, even steamer,” explains Ruiz. “As a result, we have always made a commitment to stay in step with what the consumer wants – frozen foods that are high in quality and great tasting – hand-held meal solutions that are convenient, available hot and ready-to-eat, or microwaveable in just 2 minutes.”

El Monterey Tornados are soft flour tortillas rolled in crispy seasoned batter and stuffed with savory meats and real cheeses melted to perfection. Flavors are:

Original 3 oz. Tornados:

Steak, Egg & Cheese Tornados

Egg, Bacon, Cheese & Salsa Tornados

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French Toast & Sausage Tornados
Ranchero Beef Steak & Cheese Tornados
Apple Cinnamon Tornados
Southwestern Style Chicken Tornados
Shredded Beef Tornados
Sausage, Egg & Cheese Tornados
Cheesy Pepper Jack Tornados
Grilled Chicken and Cheddar Tornados
Cheese and Pepperoni Tornados
Nacho Supreme Tornados
NEW: Supreme Omelet Tornado

XXL 4.5 oz Tornados
Apple Cinnamon XXL Tornados
Cheese and Pepperoni XXL Tornados
Southwest Chicken XXL Tornados
Ranchero Beef Steak and Cheese XXL Tornados
Egg, Sausage and Cheese XXL Tornados

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. ##