

La Tortilla Factory



Santa Rosa, Calif.-based La Tortilla Factory, an innovator in the tortilla and wrap category, is launching a new line of tortillas under its Smart & Delicious™ brand.

Targeting the increasing consumer demand for healthier bread and tortilla options, La Tortilla Factory's specially formulated 100 Calorie

Tortillas are available in both Traditional and 100% Whole Wheat varieties. Both have 8 grams of fiber, 100 calories and 1.5 grams of fat per tortilla, with the added benefits of Omega 3-rich flax seeds and no trans fats. Additionally, the 100 percent Whole Wheat tortillas contain 20 grams of whole grains per tortilla. Suggested retail is \$3.19-\$3.49 per package.

The new product line will begin shipping nationally on Oct. 1.

<http://latortillafactory.com>

