

La Tortilla Factory introduces 100-calorie tortillas

SANTA ROSA, CALIF. — La Tortilla Factory is introducing a new line of 100-calorie tortillas under its Smart & Delicious brand. The new tortillas have added fiber and omega-3 fatty acid-rich flax seeds.

“Company research indicates our new 100 Calorie Tortillas will be an everyday consumer favorite as well as an ideal ‘diet season kick-off’ merchandising opportunity for retailers,” said Jan Remak, executive director of sales and marketing. “All food companies know their products must pass the consumer taste test to succeed in the marketplace. But we also know that consumers are more conscious about eating food to fuel their

bodies while achieving or maintaining their ideal weight. It only makes sense that we continue to develop new products that never sacrifice taste, but are nutrient-rich, calorie-conscious and contain added beneficial fiber and omega-3s.”

The product has a suggested retail price of \$3.19 to \$3.49 per package. ■

