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Tortillas help back-to-school time get back-to-balance

La Tortilla Factory tortillas and wraps the healthy lunch choice

Santa Rosa, Calif. (August 6, 2014) Back-to-school season is the time when families get back into a routine. It's not just a time for kids to develop good habits – it's also an opportunity for parents get back-to-balance. Low Carb Whole Wheat Tortillas will help move them to the head of nutrition class.

With the carefree days of summer heading for recess, parents are looking to [La Tortilla Factory](#) tortillas and wraps to restore balance in their own lunches – as 73% of parents say they want healthier options for themselves and their families. La Tortilla Factory tortillas and wraps strike that delicate balance – the foundation of a fun and tasty, healthy and nutritious lunch.

How La Tortilla Factory tortillas bring balance back to lunch

With only 80 calories, 12 grams of dietary fiber (oat fiber) per tortilla, zero cholesterol, and only 3 grams of fat, La Tortilla Factory's [Low Carb, High Fiber Whole Wheat Tortillas](#) are the an ideal choice for health-conscious parents trying to beat their own lunch-box doldrums.

La Tortilla Factory's Low Carb, High Fiber Whole Wheat Tortillas can be wrapped and rolled into tasty, colorful meals using veggies, meats, cheese, hummus, olives, peanut butter and jelly – whatever mood strikes. They can also be skillet-grilled for quick and easy quesadillas. The possibilities are endless, and La Tortilla Factory has dozens of delicious recipes on its website for mealtime inspiration.

La Tortilla Factory has a variety of all-natural, tasty and nutritious tortillas for today's busy families. From low carb and low fat alternatives to multi grain and gluten free options, La Tortilla Factory has the wrap on helping parents better stock their pantries.

Back-to-Balance Pinterest Contest

La Tortilla Factory will be hosting a #BackToBalance Pinterest contest where pinners and fans of La Tortilla Factory are encouraged to create "balance boards" on their own personal Pinterest pages showing how they plan to get back-to-balance this back-to-school season. All pinners who participate, following contest rules, will have a chance to win the grand prize – an authentic Coach™ backpack. Free packages of La Tortilla Factory tortillas and wraps will also be given to the 10 runners-up. Contest rules and instructions can be found on [La Tortilla Factory's Facebook page](#) now through August 31, 2014.



About La Tortilla Factory

Founded in 1977 by Jose and Mary Tamayo, La Tortilla Factory is an innovative company now under the leadership of the third generation of the Tamayo Family. With great taste as a core value and creativity a guiding inspiration, La Tortilla Factory set in motion a national shift in eating habits early on by creating healthier, better-tasting premium products.

As tortilla pioneers, in 1991 La Tortilla Factory and the Tamayo family introduced the world's first fat-free flour tortillas and, five years later, the first low carb/low fat tortillas. They were also the first to bring extra virgin olive oil wraps, gluten-free wraps, and fiber and flax corn tortillas to the market.

To learn more about La Tortilla Factory, please visit www.latortillafactory.com. La Tortilla can be followed on [Facebook](#), [Google+](#) and [Pinterest](#). Also, check out company and product videos on its [YouTube](#) channel.

For questions or high resolution images, journalists are asked to contact Denise Olliffe at olliffe@mackenzieagency.com or (707) 545-3280 x102.

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