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INTRODUCING LIGHT FLOUR TORTILLAS FROM LA TORTILLA FACTORY

Nutritious Addition to the La Tortilla Factory Family Now Available

SONOMA COUNTY, CA, February 27, 2013 – La Tortilla Factory announces the introduction of their new Light Flour Tortillas – the perfect inspiration for light meals and snacks that deliver excellent nutrition, but also satisfy.

La Tortilla Factory Light Flour Tortillas are just as versatile, soft and flavorful as other traditional flour tortillas, but have 1/3 fewer calories (only 80 calories, 2g fat) while packing 6g of fiber and 4g of protein. With fewer calories, more fiber and less sodium than two slices of bread, Light Flour Tortillas are a smart choice when the craving hits for something that won't weigh you down.

For an appetizing Light Flour Tortilla pairing, go boldly into "the light" with La Tortilla Factory's boldly delicious Buffalo Chicken Wrap recipe, included below. At only 260 calories per serving, it's a great way to add some zing to lunch or dinner and a truly tasty way to go light.

La Tortilla Factory Light Flour Tortillas epitomize the company's mission to help consumers make smart choices about the food they eat. The country's leading specialty baker of premium wraps and tortillas, La Tortilla Factory prides itself in its 36-year heritage of creating healthy food with quality ingredients.

La Tortilla Factory Light Flour Tortillas are available at independent grocers and supermarkets nationwide. The suggested retail price is \$3.99 for a bag of 8 tortillas. Light Flour Tortilla samples, recipe inspiration, images and more information about the Tamayo Family and La Tortilla Factory are available on request.

Recipe follows...

More...

La Tortilla Factory Buffalo Chicken Wraps

Featuring La Tortilla Factory Light Flour Tortillas

For each wrap:

½ C sliced chicken breast
2 Tbsp. buffalo wing sauce
1 Tbsp. light cream cheese
1 Tbsp. blue cheese crumbles
1 La Tortilla Factory Light Flour Tortilla
¾ C chopped red leaf lettuce
¼ C shredded carrots
¼ C chopped green onions

Directions:

Grill chicken and slice into thin strips. In a bowl, thoroughly coat chicken in buffalo sauce. Heat tortilla on a warmed skillet until soft and slightly toasty. In a separate bowl, combine cream cheese and blue cheese crumbles and spread over tortilla. Layer lettuce, chicken, shredded carrots, and onions in the center of the tortilla. Roll from one side and tuck the tortilla over the fillings. Slice diagonally and enjoy.

Serves 1

260 calories, 8 g fat, 9 g fiber, 28 g protein

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. In 1991 they debuted the first fat free flour tortillas in the world, and, five years later, the first low carb/low fat tortillas. They were the first to bring to market gluten free tortillas, extra virgin olive oil wraps, fiber and flax corn tortillas, and mini wraps.

La Tortilla Factory has transformed the simple tortilla into an icon of good living, and a better-for-you, easier way to eat anything.

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