



LA TORTILLA FACTORY DEBUTS LOW-CARB FLOUR TORTILLAS
High-Fiber, Low-Calorie Flour Tortilla with Zero Trans fats

SANTA ROSA, CA, NOVEMBER 7, 2013 – La Tortilla Factory, the family-owned brand that originated the low-carb tortilla category, today introduces its first Low-Carb Flour Tortilla. The new product is high in fiber, low-fat, and contains zero trans fats.

These new Low-Carb Flour Tortillas are made with unbleached wheat flour, cellulose fiber and expeller pressed canola oil, so they are not only soft and delicious, but contain only 70 calories per serving and offer 5g of protein and 36% of the recommended daily value of fiber. And because La Tortilla Factory does not use any hydrogenated oils, artificial sweeteners or aluminum baking powder in *any* of its products, these new low-carb flour tortillas are cholesterol-free and trans fat-free.



Ideal for those following a low-carb diet or seeking lower glycemic index foods (such as diabetics), La Tortilla Factory's line of Low-Carb, High Fiber Tortillas are delicious and convenient. They're available in four nutritious varieties: original whole wheat, large-size whole wheat, garlic & herb, and now traditional flour.

"We're dedicated to providing our customers with great new products and our Low-Carb Flour Tortillas have both the flavor and nutrition our customers want and expect," said Sam Tamayo, CEO of the third-generation, family-owned company. "La Tortilla Factory created the entire low-carb tortilla category, and we feel like this variety will complement our current one very nicely."

The debut of low-carb flour tortillas coincides with the unveiling of new redesigned packaging for the entire La Tortilla Factory low-carb product line. The new package has a better organized nutrition label and enables consumers to see more of the tortilla for increased appetite appeal.

La Tortilla Factory's line of Low Carb Tortillas is available at independent grocers and supermarkets nationwide. The suggested retail price is \$4.59 for a bag of 8 tortillas.

Low Carb Flour Tortilla samples, recipe inspiration, images and more information about the Tamayo Family and La Tortilla Factory are available on request.

More...

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, and handmade style corn tortillas.

La Tortilla Factory has transformed the simple tortilla into an icon of good living, and simply a better – tastier, healthier, easier and more inspiring – way to eat anything.

For more information, visit www.latortillafactory.com or follow us on [Facebook](#).

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