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Organic, Non-GMO tortilla product line to hit grocer's shelves La Tortilla Factory launches *Organic* line in stores throughout California

Santa Rosa, Calif. (August 19, 2014) Sonoma County-based [La Tortilla Factory](http://LaTortillaFactory.com) – a leading producer of health-conscious tortillas and wraps – is set to launch the industry's first entirely Non-GMO, USDA certified Organic tortilla line. Distribution will begin in California this month.

Maintaining its position as an innovative company set apart by its use of superior ingredient profiles, La Tortilla Factory has been producing organic products for some time – its “Sonoma” line has included USDA Organic Certified and all natural tortillas for nearly 12 years. The statewide launch of La Tortilla Factory's new, *exclusively* organic line responds to the growing demand for certified organic and non-GMO food choices by health-conscious consumers.

USDA Certified Organic

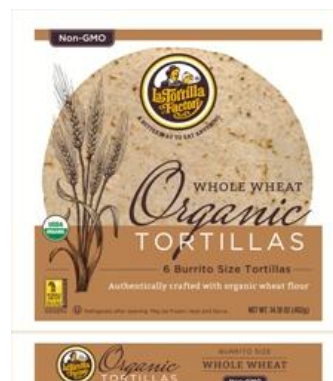
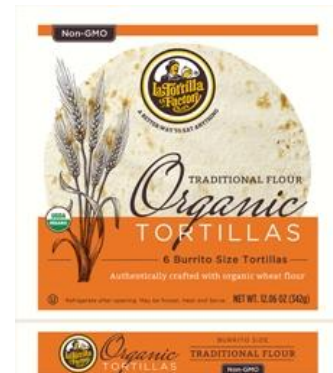
Not to be confused with the “all natural” or “made with organic ingredients” labeling on many tortilla products available to consumers, La Tortilla Factory's new organic line consists of Non-GMO tortillas certified organic by the USDA National Organic Program (NOP).

Sam Tamayo, La Tortilla Factory's chief innovation officer, says, “Consumers are deeply concerned about the ingredients found in foods they purchase, however many are confused by the complicated and often misleading ‘organic’, ‘Non-GMO’, and ‘all natural’ statements on food packaging.” He adds, “With our new all-organic product line, we've crafted an easily identifiable, consistent line of Non-GMO, USDA certified organic tortillas, to help our consumers make simple, wholesome choices.”

The La Tortilla Factory Organic line

La Tortilla Factory's complete Organic line consists of:

- **Traditional Flour Organic Tortillas – Burrito and Soft Taco sizes:** Authentically crafted with organic wheat flour, these Non-GMO and USDA Organic certified tortillas are essential pantry staples. Simple and satisfying, Traditional Flour Organic tortillas compliment any ingredients folded or wrapped into them



- **Yellow Corn Organic Tortillas:** These Non-GMO, USDA Organic corn tortillas (7-inch standard taco size) are 100 percent whole grain as certified by the Whole Grains Council, as well as certified "Gluten Free" by the Gluten Free Certification Organization (GFCO) – a program of The Gluten Intolerance Group (GiG)
- **Whole Wheat Organic Tortillas – Burrito size:** Non-GMO and USDA Organic certified, these tortillas are certified by the Whole Grains Council (WGC) with 17 grams of whole grain per serving

All tortillas in the La Tortilla Factory Organic line are also certified Kosher by Orthodox Union (OU).

California supermarkets and stores where immediately available

La Tortilla Factory's organic line will be available by the end of August, 2014 in the following California stores:

- Safeway
- Vons
- Whole Foods Market

About La Tortilla Factory

Founded in 1977 by Jose and Mary Tamayo and their five sons, 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 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 Hand Made Style Corn Tortillas featuring a unique blend of corn and wheat to the market – and now the first to introduce a completely organic, Non-GMO line.

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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