



F O
O D

Culture Cookbook
La Tortilla Factory

*Dedicated to our founders
José & Mary Tamayo
who welcomed everyone to their dinner table*



Table of Contents

FFAMILY

The Secret Sauce

OORIGINALITY

Crafted with Pride

OPPORTUNITY

Mixing Up the Right Team

DETERMINATION

Turn Up the Heat

Master Recipe for Success

FAMILY

the secret sauce



Ingredients:

- Embrace diversity and our common core values
- Celebrate the victories and work through the challenges together
- Be welcoming, approachable, and foster a sense of community
- Treat others as they wish to be treated
- Have courageous conversations at all levels, because this is real life
- Extend our family values outwardly to our partners and customers, without whom we could not exist
- Demonstrate emotional intelligence through self-awareness, empathy and understanding

Recipe:

We are humble, friendly and approachable people who keep our senses of humor handy and respect one another. Like any family, we are not perfect, but a continual work in progress.

ORIGINALITY

crafted with pride



Ingredients: _____

- Think like an innovator in all that you do
- Execute as a challenger brand – think creatively and stay one step ahead
- Make and offer products that nourish people’s lives, not deplete
- Stay relevant and continually evolve with our product offering
- Share our passion and pride outwardly to all stakeholders
- Seek partners that embrace our values and believe what we believe

Recipe: _____

Creativity and innovation are key ingredients in all that we do. The product is our end-result of a collective passion for quality throughout the company.

OPPORTUNITY

mixing up the right team



Ingredients:

- Empower yourself, demonstrate initiative, and help us help you grow
- Be a lifelong learner, stay relevant, and adapt to business changes
- Take care of yourself physically, mentally and professionally - your total well-being matters
- Blaze a path of growth for yourself and others - leadership means paving the way for success
- Support each other, proactively share your knowledge and know when to ask for help
- Be in tune with your audience and adjust your communication style accordingly

Recipe:

We are a learning organization that is committed to providing tools that facilitate success. We take pride in growing and developing our talent from within.

DETERMINATION

turn up the heat



Ingredients:

- Demonstrate integrity – do what you say, say what you do
- Share your knowledge and drive results
- Have courage to be comfortable with the uncomfortable
- Acknowledge mistakes - learn from them and move on
- Keep your doors and your minds open
- Face challenges, have the courage to speak up and the intelligence to hear others
- Be mutually accountable to customers inside and outside our factory walls
- Act with self-directing freedom

Recipe:

Instilling trust in our people creates ownership that drives performance.

MASTER RECIPE

for success



Ingredients:

- 2 parts Good People
- 1 scoop Hard Work
- A dash of Optimism
- A healthy dose of Respect and Trust
- A heaping cup of Creativity
- Add Hunger, Competition and Curiosity to taste

Cooking Instructions:

Sift all ingredients into a bowl filled with products of the purest integrity, pour in a continuous stream of personal growth opportunities, mix well. Fold in our amazing supplier partners and customers. Bake to perfection.

For the defining final touch, top with our Family Secret Sauce: three equal parts family values, genuine care for your fellow people, and a good sense of humor.



notes



