



**LA TORTILLA FACTORY MARKS 40 YEAR ANNIVERSARY
WITH INNOVATIVE NEW LINE OF AUTHENTIC MEXICAN SAUCE STARTERS AND 50/50
CRISPS**

SANTA ROSA, CALIF., AUGUST 23, 2017 -- Known for its commitment to simple, non-GMO ingredients, La Tortilla Factory (<http://latortillafactory.com>) is making it easier for home cooks to achieve authentic Mexican flavor by expanding its product line to Cocina Fresca Sauce Starters and 50-50 Corn/Flour Crisps.



According to the Tortilla Industry Association (TIA), tortilla sales alone are more than \$13 billion a year, making it the fastest growing segment in the bakery industry and for decades La Tortilla Factory has been at the forefront with many “industry firsts” like the low carb tortilla.

Today, consumers of every skill level are experimenting with Mexican flavors from tortilla fillings to authentic spices so much so that over the last four decades, the Tamayo family behind La Tortilla Factory has personally witnessed

Mexican cuisine go from street food to a staple and inspiration for American dining culture. The company has innovated every step of the way.

As the company celebrates its 40th Anniversary this year, La Tortilla Factory is proud to roll out a new line of products offering home cooks easy-to-prepare, fresh and authentic flavors.

New Product Offerings

Cocina Fresca Sauce Starters make great marinades and come in traditional Mexican flavors like Barbacoa, Al Pastor, Classic Tacos, Salsa Baja, and Cochinita Pibil.

“Typically, it would take hours to prepare these traditional Mexican-style sauces. La Tortilla Factory has done all the work and now people can have robust, authentic flavors in no time at all,” said La Tortilla Factory Vice Chairman Sam Tamayo.

Joining them on the shelves will be **50/50 Crisps** in high-intensity flavors, such as Hatch Chile and Churro.

History of La Tortilla Factory

Some say the best businesses are built on instinct and the ability to take a risk. In 1977, Jose and Mary Tamayo, sold burritos and tacos from a 5,000-square foot office space located in Santa Rosa, Calif. Fresh corn tortillas were baked daily from one machine in the back. Humble beginnings for the two entrepreneurs who wanted to share authentic Mexican flavors to their customers in Sonoma County. Today Sonoma County is home to some of the hottest organic food brands and restaurant concepts in the country thanks to innovators and forward thinkers like the Tamayos.

“Back in the 70s, my father and uncles had to educate the local community about the versatility of tortillas,” said Tamayo. “Being from Sonoma County, my family also recognized the importance of food innovation using quality, fresh ingredients.”

When the Tamayo family saw the fat-free health craze take over America in the late 1980s, they were quick to develop the world’s first fat free tortilla and later the first low-carb tortilla, catapulting their local tortilla company to national distribution. They saw the future - and were true tortilla trailblazers and tastemakers long before the word "foodie" was invented. Now, they have adapted to the market demands with ancient-grains, organic and gluten free offerings.

Forty years later, La Tortilla Factory has become a revered tortilla making institution here in the U.S., baking with better, simpler ingredients that are always Non-GMO. The company now employs 300 plus workers and distributes millions of tortillas to all 50 states of America and Canada.

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