



*Ruiz Foods*

## Ruiz Foods

**A Family's Passion for Mexican Food** started in 1964, when father and son, Louis and Fred Ruiz, set out to create frozen Mexican food based on their family's authentic recipes. They signed a lease for a tiny warehouse and began deliveries with a single truck. Together, they worked long hours while never losing sight of their dream.

Today, the dream lives on in the hearts and hands of the third generation of the Ruiz family — and in the company's more than 2,000 team members.

Many of them work in the heart of California's San Joaquin Valley, in Dinuba, where Ruiz Foods' headquarters and the company's 300,000 sq. ft. main manufacturing facility are located. Additional facilities with dedicated Ruiz employees in Tulare, California and Denison, Texas are key to making sure Ruiz Foods continues to deliver on its promise to provide quality, affordable, and of course, delicious, frozen Mexican food.

Under the El Monterey and Tornados brand names, Ruiz Foods now offers more than 200 different products. Some products express the family's rich Mexican heritage, in keeping with the authentic Mexican recipes of Fred's mother. The company has also introduced many innovative products, offering new flavor experiences that have been embraced by millions of **El Monterey** fans.

### Ruiz benefits:

- Fast and flavorful Mexican meal.
- Individually packaged burritos and chimichangas deliver the ideal blend of taste, value, and convenience.

- Variety - there's a favorite El Monterey burrito for everyone.
- Authentic quality and flavor from Ruiz family's rich heritage of cooking.
- Product can be kept in the refrigerator to be warmed by customers, or put in a warming case for grab and go.

### Ruiz offers:

- **FREE** POS materials.
- Warming units available for purchase.

### Preparation:

- Place wrapped burrito in microwave and heat for 3 min frozen, or 1 min 30 seconds thawed.
- Place unwrapped burrito in oven at 350° and heat for 40 min frozen, or 15 min thawed.
- 3 hour hold time in warmer.

### 8oz Butcher Wrapped Burritos:

SRP = \$1.99    GPM = 30%

### 10oz Burritos:

SRP = \$1.79    GPM = 44%

### 14oz Gigante:

SRP = \$2.29    GPM = 30%

For equipment agreement information, visit [www.Eby-Brown.com/Foodservice](http://www.Eby-Brown.com/Foodservice).

## Offerings

ITEM#	DESCRIPTION	SIZE (oz)	C/PK	R/PK	UPC
<b>8OZ BUTCHER WRAPPED BURRITOS</b>					
59645-2	CHICKEN & CHEESE	8	12	1	071007193712
59646-0	STEAK & CHEESE	8	12	1	071007197987
34953-0	SAUSAGE, EGG, CHEESE & POTATO	8	12	1	071007142468
54721-6	BACON, EGG, CHEESE & SALSA	8	12	12	071007143175
<b>10OZ BURRITOS</b>					
51772-1	XXL BEEF & BEAN	10	1	12	071007541162
51786-2	XXL BEAN & CHEESE	10	1	12	071007542152
58239-5	XXL GREEN CHILI	10	1	12	071007541179
<b>GIGANTE BURRITOS</b>					
76423-3	BEEF & BEAN	14	1	12	071007012600
76424-1	HOT BEEF & BEAN	14	1	12	071007032844
76438-1	GREEN CHILI BEEF & BEAN	14	1	12	071007022920

