



Ruiz Foods Launches New National Advertising Campaign

Focused on fun, festive and great taste, new ad aims to help consumers create memorable meals

FRISCO, Texas (February 10, 2025) – Ruiz Food Products, Inc., the largest frozen Mexican food manufacturer in the United States, today announced that it has launched its new national advertising campaign.

Today's consumers are busier than ever. They don't have the time, energy, or resources to create memorable meal occasions on a consistent basis. The new advertising campaign centered around the concept of a fiesta in your freezer, demonstrates how El Monterey® is the solution consumers seek, and they don't have to sacrifice easy meals for memorable occasions.

"U.S. consumers know choosing El Monterey gives them the taste and quality they desire," said Kim Carroll, President and CEO, Ruiz Foods. "Busy consumers can transform the typical meal into a fiesta night that rocks, delivering on the objective of creating a memorable meal occasion."

The new campaign builds on the success of last year's national advertising campaign. Since launching the campaign in 2024, Ruiz Foods has seen an increase in product interest and brand awareness. The company expects that this new campaign will continue to drive growth in the frozen Mexican category and add new consumers who buy El Monterey® products.

Ruiz Foods is on a mission to be America's choice for Mexican and Mexican-inspired meals and snacks at home and on the go. To do that, we will continue to focus on what matters most to our consumers and our customers.

Ruiz Foods partnered with BarkleyOKRP on the campaign. Click [HERE](#) to view the new ad.

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About Ruiz Food Products, Inc.

Ruiz Foods Products, Inc. is a privately-owned corporation co-founded by Fred Ruiz and his father, Louis, in 1964. Ruiz Foods is dedicated to premium quality, authentically prepared frozen foods selling to all channels of distribution: retail, convenience store, clubs, vending, industrial, and food service. Ruiz Foods' El Monterey® brand is the #1 selling frozen Mexican food in the United States and Tornados®, the company's snack brand, is a leader on the convenience store roller grill. Headquartered in Frisco, Texas, Ruiz Foods employs more than 4,000 Team Members and has four manufacturing facilities located in California, Texas, and South Carolina. For more information, please visit www.ruizfoods.com.

For more information:

Paula Wright, +1.612.508.9899 Email: pwright@tunheim.com

paulawconsult@ruizfoods.com