



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

### **Tortilla Pundit, Dave Waters, Enlightens Attendees**

**Tampa, FL, February 2007** – Dave Waters, the Vice President of Operations at La Bonita Ole, Inc., will speak at the Corn Tortilla & Chip Production Seminar presented by AIB in association with TIA on March 1st at AIB headquarters in Manhattan, Kansas. Waters is the only tortilla manufacturer presenting at this educational seminar.

Attendees can expect to cover sourcing, through processing, to controlling the quality and consistency of corn tortillas and chips. They will come away with a practical understanding of complex ingredient interactions at the heart of these seemingly simple products and how those interactions are affected by automation.

Tammy Young, President and CEO of La Bonita Ole says, “We are extremely happy to have Dave on our team. He brings to the table not only a wide range of expertise, but also an appetite for community participation and sharing that exemplifies La Bonita Ole’s commitment to corporate citizenship.

Waters has a well-earned reputation throughout the industry as one of the top food corn and masa flour authorities. Experience garnered from years with Minsa, O’Malley Grain, and others, has made him much sought after as a consultant throughout the U.S., Mexico and Europe.

Waters recently joined La Bonita Ole in Tampa FL at a very exciting time in the company’s growth. Currently, his expertise is being utilized in the planning, construction, and operation of La Bonita Ole’s brand new, 36,700 sq ft state of the art flour and corn production facility and oversight of distribution facilities and co-packing locations.

– more –



Premium Gourmet Tortillas  
[www.tamxicos.com](http://www.tamxicos.com)


**La Bonita Ole, Inc.**

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Flavored & Traditional Wraps  
[www.wrapitz.com](http://www.wrapitz.com)





*About the company:*

*La Bonita Ole, Inc., a certified Minority Business Enterprise, was founded in 1992 by Tammy M. Young, the company's President and CEO, with a pledge to offer the best tasting tortillas made with the highest quality ingredients available on the market today. The company currently offers two successful brands, Tam-x-ico's gourmet tortillas and Wrap-itz premium flavored wraps. Tam-x-ico's is the fastest growing refrigerated tortilla brand according to IRI, year ending Dec. 3, 2006. The company's products can be currently found in 27 states.*

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