



PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Ann Spillane
La Bonita Ole, Inc
Phone: (800) 522-6648
Fax: (813) 254-1516
ann@tamxicos.com
www.tamxicos.com

These Popular Tortillas Take on a Healthy Blush

Tampa, FL, January 29, 2007 – In response to growing requests from health-conscious consumers, La Bonita Ole, Inc. has introduced the **My Choice!** Nutritional Program to its premium Tamxico's® and Wrap-itz® tortilla brands.

The new **My Choice!** program allows customers to choose from traditional and flavored tortillas enriched with vitamins, minerals, and essential nutrients. Introduced first are the old favorites Sun Dried Tomato now with 2.5mg Lycopene and 300mg Calcium*, 100% Whole Wheat now with 50mg Omega-3, 300mg Calcium* and 10 Whole Grains, and the brand new White Wheat with 50mg Omega-3, 300mg Calcium* and 3g Fiber (a good source). All are available under both Tamxico's and Wrap-itz labels.

Tammy Young, La Bonita Ole's President and CEO, noted. "We recognize that not only are consumers, in general, more concerned about making healthy food choices, but they are also better informed about nutrition and frequently refer to food product labels. For easy product identification, our new **My Choice!** logo is prominently displayed on the front of each package."

La Bonita's focus on quality is pushed to a higher level with the nutrients chosen to enhance these roll out products. Calcium is a basic component of bones and teeth and is essential for normal growth and development. A powerful antioxidant, Lycopene is thought to protect body cells from the damaging effects of free radicals. Research indicates Omega-3 fatty acids benefit the heart of healthy people and those who have, or are at high risk of having cardiovascular disease. And, studies have shown that daily intake of dietary fiber to be a powerful weapon in the fight against heart disease, colon cancer, diabetes and obesity. All products are 95% fat free and have no cholesterol, trans-fat, or saturated fat.


- more -


Premium Gourmet Tortillas
www.tamxicos.com

La Bonita Ole, Inc.
1617 W. Platt Street • Tampa, FL 33606-1823
phone (813) 254-1450 • toll-free (800) 522-6648 • fax (813) 254-1516


Flavored & Traditional Wraps
www.wrapitz.com





Young adds, “The **My Choice!** program gives consumers the opportunity to enjoy their favorite wraps and tortillas, while they fashion their individual diets – and not sacrifice flavor and quality.”

The Wrap-itz® brand can be found on supermarket shelves. The Tamxico’s® brand is located in the refrigerated section.

Product photos available upon request.

*As much calcium as an 8oz. glass of 2% milk.

About the company:

La Bonita Ole, Inc. 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 in the market today. The company currently offers two successful brands, Wrap-itz premium flavored wraps and Tam-x-ico’s gourmet tortillas.

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.

For more information or questions please contact:

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