



A CELEBRATION OF LOCAL FOOD, WINE & BEER
October 6 - 8 ★ 2017

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Sonoma County Harvest Fair Honors

La Tortilla Factory for Excellence in Local Food Production

Local third generation family provides great tasting products for healthy lifestyles

SANTA ROSA, CA – September 7, 2017 – The Sonoma County Harvest Fair is honored to present the Tamayo family with the fourth annual award for Excellence in Local Food Production.

La Tortilla Factory's first chapter started in the 1940s, when Jose Tamayo left San Luis Potosi, Mexico, and came to the United States as part of the Bracero program. He worked on the railroad for many years and later met and married Mary. In 1977, Jose, Mary and their five sons opened Sonoma County's very first taqueria, offering tacos, burritos and of course, fresh corn tortillas, baked daily. The popularity of La Tortilla Factory's tortillas quickly spread across the county, and soon the family was distributing their corn and flour tortillas to grocery stores throughout the area. Today, six Tamayo family members are actively involved in the business.

"These tortillas have helped millions of people reach their health and wellness goals – something the family is very proud of," Jenny Tamayo, marketing specialist, said.

The Tamayos are proud to have baked many industry "firsts" – including the world's first low-carb tortilla, gluten-free tortilla, and handmade-style tortilla. The company continues their commitment to baking the best-tasting tortillas with better ingredients, up-to-date consumer taste preferences, health habits, and culinary trends.

"We've always chosen to be part of the solution rather than the problem, so a few years ago we began nixing out-of-date ingredients from our products and pledged to remove all GMO ingredients from our tortillas by 2018," explains Sam Tamayo, vice chairman.



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Innovation is one of the company's core values, and is exemplified by the company's recent efforts. This summer La Tortilla Factory relaunched their Hand Made Style tortillas, which are now non-GMO, and launched a new line of Cocina Fresca Sauce Starters. The starters were created to help busy families make great tasting, authentic meals in a matter of minutes. The company will also be adding a line of 50/50 Corn + Flour Crisps to their product profile in three flavors – Hatch Green Chile, Cinnamon and Sugar Churro, and Sea Salt.

“We will continue to provide long-term secure jobs while making great tasting tortillas that contribute to a healthy living lifestyle here in Sonoma County,” Carlos Tamayo, co-founder and chairman, said. “We are also excited to continue innovating and expanding our product offerings to keep us one step ahead of the country's food habits and trends.”

“Our family and staff are so honored to receive this award. This year marks our 40th year doing business in Sonoma County and we could not have done it without the unwavering support of this dynamic community,” says Willie Tamayo, co-founder and vice president of the Board. “Being given this foodie award from such a well-respected, local organization like the Harvest Fair is a really big deal! We are so grateful,” he adds.

The Harvest Fair's 2017 Excellence in Food Production award recognizes the Tamayo family for their commitment to baking, their recognition of health habits and trends, and their courageous innovations. The Harvest Fair will recognize the company during the annual Awards Night Gala and dinner to be held October 1 at Luther Burbank Center for the Arts. The celebration is open to the public with a limited number of tickets available at the Harvest Fair Box Office located at 1350 Bennett Valley Road in Santa Rosa.

The 2017 Sonoma County Harvest Fair is October 6-8 at the Sonoma County Event Center at the Fairgrounds. Visit HarvestFair.org or call (707) 545-4200 or find "Sonoma County Harvest Fair" on Facebook.

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