

R.W. García

News Release

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R.W. Garcia introduces new Special Recipe tortilla chips - unique, healthy and organic snack alternatives.

SAN JOSE, CA—R.W. Garcia introduces a new line of Special Recipe tortilla chips designed to provide healthy and organic snack alternatives to the traditional yellow corn tortilla chip. R.W. Garcia is a recognized leader in organic tortilla chips made from better-for-you ingredients. The new **Special Recipe line** includes Thai, Flaxseed/Soy, USDA Organic Veggie, Berry, and Multi Grain tortilla chips. They're perfect for health-conscious individuals who love great flavor, or anyone who just likes to munch.

These unique tortilla chips are made from organic stone-ground corn and a variety of all natural flavors, and spices. Each product is designed to provide different healthy alternatives in a great-tasting snack.

The Flaxseed tortilla chips combine Organic yellow corn, organic flaxseeds, and organic soy with a variety of all-natural seasonings for something truly delicious. High in Omega-3s, these tortilla chips are not only delicious but good for you to. The R.W. Garcia flaxseed tortilla chips are available in 3 flavors – FLAX, SPICE, and THAI.

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For the truly health conscious, we have devised a Multi Grain chip that is out of this world. Made with organic corn, brown rice, and organic Flaxseed – these chips provide all the health benefits in a great-tasting snack.

R.W. Garcia Organic Veggie and R.W. Garcia Berry tortilla chips are made from organic and wholesome ingredients including dehydrated vegetables and berries and contain no trans fats, cholesterol, wheat or gluten.

“At R.W. Garcia, we are always trying new organic recipes that can bring snacking to a whole new level,” says company vice president and co-founder Margaret Garcia. “For the R.W. Garcia **Special Recipe line**, we tested many flavor profiles and decided to bring a line to the market that is truly delicious and packed with health benefits. And they taste great, too.”

Currently retailing at \$3.99-4.99 per bag, the Special Recipe tortilla chips line is available at fine retailers nationwide. And it has been immediately embraced by consumers for their unique flavor profiles and simple ingredient list. Plus, they are garnering tremendous repeat sales based on their most important attribute—great taste!

R.W. Garcia is a recognized industry leader in the manufacture of organic, premium and all natural tortilla chips since 1982. With corporate offices in San Jose, CA and manufacturing facilities in California and North Carolina, the company delivers great tasting, organic, all-natural and imaginative flavor combinations in branded and private label offerings from coast to coast and world-wide. For more information visit www.rwgarcia.com or call (408) 287-4616.

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