



About La Tortilla Factory, a family business

La Tortilla Factory, the leading specialty baker of premium wraps and tortillas, has a 36-year heritage of creating healthy food with quality ingredients. La Tortilla Factory's innovative products have set in motion a national shift in eating habits by continuously creating healthier, more flavorful premium products, setting numerous industry standards along the way, and transforming the simple tortilla into an icon of good living.

La Tortilla Factory was founded in 1977 by Jose and Mary Tamayo, who were ultimately drawn to the pristine beauty of Sonoma County, California. With them, they imported a delicious part of their Mexican heritage to Sonoma's rolling hills—fresh flour tortillas. Those beloved traditional tortillas are still part of the specialty baked goods produced by La Tortilla Factory.

Their Sonoma County location—an intersection of the culinary arts, farm-fresh produce, artisan cheese-makers, some of the world's finest wineries, and world-class chefs—continues to inspire the family business. All the goodness that Sonoma County embodies guides the family as they move into the future, crafting wraps and tortillas rooted in family heritage but which also satisfy today's consumer's desires to eat well *and* deliciously.

As tortilla pioneers, in 1991 La Tortilla Factory introduced the first fat free flour tortillas (in the world) and, five years later, the first low carb/low fat tortillas. They were the first to bring gluten free tortillas, extra virgin olive oil wraps, and fiber and flax corn tortillas to the market.

As they have been committed to providing customers with excellent quality and healthful choices, La Tortilla Factory also has long been deeply committed to family values. Four of the five Tamayo sons joined their parents in the family business. Today Jose and Mary's grandson, CEO Sam Tamayo, and several of the founders' grandchildren, as well as La Tortilla Factory employees work together to honor Jose and Mary's dream. Together they are invested in serving as a positive role model in the local community, and in supporting environmental sustainability. The family business has been voted as one of the Best Places to Work in the San Francisco North Bay for the last six years.