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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding no.	91256413
Party	Plaintiff OlÃ© Mexican Foods, Inc.
Correspondence address	PAUL S OWENS PAUL OWENS & ASSOCIATES PO BOX 15310 ATLANTA, GA 30333 UNITED STATES Primary email: psowens@bellsouth.net 404-370-9800
Submission	Plaintiff's Notice of Reliance
Filer's name	Paul S. Owens
Filer's email	psowens@bellsouth.net
Signature	/paul s. owens/
Date	07/25/2022
Attachments	Opposers Third Notice of Reliance.pdf(200749 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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In the Matter of Trademark Appl'n No.:
88-646,951

For the Mark: OLÉ CHAMOYLE

Filing date: October 8, 2019

OLÉ MEXICAN FOODS, INC.,

Opposer,

v.

Opposition No. 91256413

CERVEZA CITRUS L.L.C.,

Applicant.

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OPPOSER'S THIRD NOTICE OF RELIANCE

Opposer, Olé Mexican Foods, Inc. ("Opposer"), pursuant to 37 C.F.R. § 2.122(e) and TBMP §704.12, hereby gives notice of its reliance on and introduces into evidence the following articles printed out from LEXIS (News Library), all electronic equivalents of printed publications and all available to the general public. These articles are relevant to show exposure of the public to unsolicited articles about the commercial strength of both the Opposer and Opposer's OLÉ products.

Exhibit 1 (OMF 307- 309)—“Demand for Tortilla Market to Rise Significantly from Key End-use Industry Sectors by 2027 | Tyson Foods, Inc., Gruma SAB de CV, Grupo Bimbo SAB de CV, General Mills, Inc., Azteca Foods Inc., Ole Mexican Foods Inc.” by *MENAFN* dated October 21, 2021.

Exhibit 2 (OMF 310-313)—“Truly authentic: when Ole Mexican Foods founder Veronica Moreno recognized a gap in the market for high-quality, authentic tortillas, she set out

to fulfill this need; Company overview” by *Food and Drink* dated July 1, 2007.

Exhibit 3 (OMF 314-321)—“Organic Tortilla Market 2020 Global Industry Analysis by Trends, Size, Share, Company Overview, Growth and Forecast by 2025 Latest Research Report by Research Reports World” by *MENAFN* dated November 3, 2020.

Exhibit 4 (OMF 322-324)—“The Tik Tok Effect on Feta Demand” by *The New York Times* dated March 3, 2021.

Exhibit 5 (OMF 325-328)—“Global \$ 50+ Billion Tortilla Market Forecasts to 2025” by *M2 Press WIRE* dated December 1, 2020.

Exhibit 6—“Olé Mexican Foods Celebrating Its 30th Anniversary This Year” by *The Shelby Report* dated March 22, 2018.

Dated: July 25, 2022

Respectfully submitted,

/paul s. owens/
Paul S. Owens, Esq.
Attorney for Opposer--Olé Mexican
Foods, Inc.
Paul Owens & Associates
P.O. Box 15310
Atlanta, GA 30333-0310

Tel: (404) 370-9800
E-mail: psowens@bellsouth.net

CERTIFICATE OF SERVICE

I hereby certify that on this 25th day of July, 2022, a true and correct copy of the foregoing Opposer’s Third Notice of Reliance was served on Applicant by emailing a copy to Applicant’s attorney of record at:

Richard A. Ryan, Esq.
Email: Richard@fresnopatentlaw.com

/paul s. owens/
Paul S. Owens, Esq.

EXHIBIT 1

[Demand for Tortilla Market to Rise Significantly from Key End-use Industry Sectors by 2027 | Tyson Foods, Inc. , Gruma SAB de CV, Grupo Bimbo SAB de CV, General Mills, Inc., Azteca Foods Inc., Ole Mexican Foods Inc.](#)

MENAFN - Press Releases (English)

October 20, 2021 Wednesday

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Length: 843 words

Body

[Link to Story](#)

Market Scope

Market Research Future (MRFR) projects the tortilla market to capture a decent CAGR of 5.10% from 2020 to 2027 (review period). The market value by 2027 should be around USD 48.51 billion, says Market Research Future.

Primary Drivers and Deterrents

Tortillas are some of the top favored food products in Latin America and North America, while also gaining traction in various other countries. The global market for tortilla has been garnering massive demand worldwide owing to the rapidly mushrooming Hispanic population, especially in the United States. In Mexico, more than 96% of the total tortillas produced are sourced from corn and on the other hand, flour tortillas also enjoy significant demand in the global market. Not to mention, tortilla chips are witnessing a rapidly surging demand among consumers, giving a significant boost to the global industry.

A detailed consumer sentiment review reveals that over 50% of the consumers purchase tortilla products every week while more than 60% of the total buyers opt for trade stores such as supermarkets and hypermarkets. The demand for the latter can be accredited to the easy availability and accessibility to a variety of items at reasonable prices.

Get Free Sample Copy of "Tortilla Market" @

OMF000307

Market Segmentation

The tortilla industry, depending on product type, can be considered for tortilla chips, tostadas, pre-cooked tortilla, corn tortilla, tortilla mix, flour tortilla, frozen tortilla, taco shells, and more. The highest share has been secured by the pre-cooked tortilla segment while it is the tortilla mix segment that will achieve the fastest growth rate during the given period.

The tortilla market , with respect to source, has been divided into corn source as well as wheat source. Majority of tortilla is sourced from corn and as a result, the segment is anticipated to rule the global market in the ensuing years. With that said, wheat sourced tortilla will also show promising growth in the next couple of years.

Claim-wise, the key segments can be gluten made tortilla coupled with gluten-free tortilla. With the expanding population affected by lactose intolerance, the demand for gluten-free tortilla is expected to soar rapidly in the years ahead.

Store-based as well as non-store based are the key distribution channels considered in the report. In the lead is the store-based distribution channel, as consumers prefer the convenient shopping experience offered by these retail outlets.

Regional Status

As the highest stakeholder in the global market, North American will hold an approximate valuation of USD 22.45 million by 2027. With more and more consumers are exploring new cuisines, in line with the rising immigration rate, the demand for tortilla has risen considerably in the region. Some of the significant macroeconomic growth boosters can be the expanding population, high domestic income, and the high urbanization rate in the region. Most of the top manufacturers are focused on carrying out extensive research and development activities to produce tortilla to adhere to the regulatory standards while also focusing on catering to the consumer taste.

The second-biggest market size belongs to Latin America, with the region expected to procure a growth rate of 5.07% during the analysis period. Busy and hectic lifestyles, deteriorating consumer health, rising prevalence of an urban lifestyle and the rapid surge in the employment rate contribute to the consumption rate of tortillas in the region.

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Eminent Firms

Tyson Foods, Inc. (U.S.), Gruma SAB de CV (Mexico), Grupo Bimbo SAB de CV (Mexico), General Mills, Inc. (U.S.), Azteca Foods Inc. (U.S.), ***Ole Mexican Foods*** Inc. (U.S.), Grupo Liven, S.A. (Spain) are the biggest tortilla brands in the worldwide industry. Following the COVID-19 outbreak, companies have been focusing on rearranging their supply chains while trying to recover from the financial restrains brought on by the pandemic. The pandemic led to remote working, as well as closure of several commercial activities, which negative affected sales of food products like garlic extracts. However,

players have remained resilient and continue to adopt strategic initiatives such as acquisitions, exhaustive R & D, product innovation, and mergers.

In May 2021, Utz Brands is all set to acquire Festida Foods, the biggest producer of tortilla chips for the former's On The Border brand, for USD 41 million. This acquisition will entail Utz acquiring every asset that is associated with operations of Festida Foods, covering the manufacturing unit base in Grand Rapids, Michigan. Festida Foods is a well-known manufacturer of tortilla chips, along with pellet snacks and corn chips for branded food brands across the United States.

NOTE: Our Team of Researchers are Studying Covid19 and its Impact on Various Industry Verticals and wherever required we will be considering Covid19 Footprints for Better Analysis of Market and Industries. Cordially get in Touch for More Details.

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EXHIBIT 2

Truly authentic: when Ole Mexican Foods founder Veronica Moreno recognized a gap in the market or high-quality, authentic tortillas, she set out to fulfill this need;

Company overview

Food and Drink

July 1, 2007

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Section: Pg. 41(2); Vol. 6; No. 4

Length: 921 words

Byline: Burrows, Kate

Body

NEARLY 20 YEARS AGO, WHEN *OLE MEXICAN FOODS* FOUNDERS Veronica and Eduardo Moreno were living in Houston, they could not find any authentic, high-quality tortillas in grocery stores throughout the region.

[ILLUSTRATION OMITTED]

After moving to Atlanta and recognizing the same need in that market, the husband-and-wife team was inspired to make a change and, in 1988, developed *Ole Mexican Foods* to produce authentic tortillas.

The company has since expanded to offer a full line of authentic Hispanic cheeses, as well.

'AUTHENTIC PRODUCTS'

"Our tortillas are different from others because they're manufactured with the best ingredients available and are made to order, to maintain the freshest product in the market," Atlanta GM of Sales and son of the founders Edgar Moreno says.

The company's motto, developed by VP of Food Service Sales Jose Castro, is "you won't taste a fresher tortilla," he adds, noting the company is committed to consistently raising the bar in terms of quality.

Still based in Atlanta, *Ole Mexican Foods* was widely accepted in the market, even in its early days, according to Moreno. "Many Hispanics came to Atlanta at the time my parents

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Truly authentic: when Ole Mexican Foods founder Veronica Moreno recognized a gap in the market or high-quality, authentic tortillas, she set out to fulfill this....

moved there, so the products were accepted well in the market," Moreno says. "People could tell these are authentic products. Our growth, even in the beginning, was easily about 30 percent per year."

SPREADING OUT

The company's growth remains steady as it continues to innovate and update its product lines. To approach the consumer demand for healthy eating, the company has developed healthy alternatives to its traditional tortillas. In addition to whole-wheat and low-carb lines, the company says it recently developed the first high-fiber variety on the market. "We're trying to develop anything that would help give healthy benefits to the consumer," Moreno asserts.

[ILLUSTRATION OMITTED]

The company's products are sold through national retailers, including Wal-Mart, Kroger and Albertsons, but the company also supplies to restaurants and smaller, independent grocery stores.

In addition, the company provides marketing assistance to its retail customers who are looking to offer Hispanic food lines. "We give advice on what items these customers need, and help display the products to help consumers find them easier," Moreno says.

A GROWING SEGMENT

Although ***Ole Mexican Foods*** owns the No. 1 brand of its kind east of the Mississippi, the La Banderita line, competition is still fierce, according to Moreno.

"There's a lot of competition in the Hispanic foods segment, and it's a battle sometimes," he says. "It's not like selling a nationally accepted product; here, you have to fight for a spot [on the shelf]."

Moreno says the company has earned the leading position in the industry the old-fashioned way--through honest, dedicated customer service. "We try to provide the best service to each store, and make sure we have the best-quality product out there," he asserts.

The company keeps prices at a reasonable rate by limiting its advertising budget. "We don't use a lot of dollars for advertising, because we feel it's more important to service the store and give them what they want," Moreno explains. "Eventually, through word of mouth, we believe most people will end up buying our brand over others."

HANDS-ON MANAGEMENT

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Truly authentic: when Ole Mexican Foods founder Veronica Moreno recognized a gap in the market for high-quality, authentic tortillas, she set out to fulfill this....

The Moreno family remains highly involved in the day-to-day operations of the business. "My father, Eduardo, runs the manufacturing division, and is here every day to make sure the manufacturing is being done correctly and to the highest quality possible," Moreno explains. "That makes us unique, because the people with a vested interest in the company are the ones actually manufacturing the end-product."

Ole Mexican Foods' says its hands-on management strategy bodes well in the ever-changing and rapidly growing market.

"The market for authentic tortillas is definitely growing fast," Moreno explains, adding that they are shedding their reputation as purely ethnic food and are becoming a staple of American cuisine. "It seems that more and more American consumers are noticing that these tortillas can be used not only for Mexican dishes, but also for American food like pizza and deli wraps," he says.

CULTURAL TIES

Moreno attributes his company's low turnover rate to a strong corporate culture and family atmosphere, he says. "Our employees tend to be very happy working here," Moreno asserts. "We run the business like all 600 people here are family. We're always asking people what they like and what they don't like about their jobs, to make sure we can keep everything fresh."

In the future, Moreno says **Ole Mexican Foods** will grow into what the company hopes will become a household name, in more ways than one.

"We're well-known throughout much of the United States, but I'd love to see us someday be recognized as a leader in developing Hispanic programs for grocery chains nationwide," Moreno says.

Several members of the **Ole Mexican Foods** team have been key to helping it achieve its leadership position in the industry. Samuel Rodriguez, VP of retail sales, Tony Lynch, director of sales, Charles Marvin, general manager, and Eddie Moreno, operations manager, have been "instrumental in helping us manage the business the right way, and helping us make sure everybody feels like they're part of the family," Moreno says.

RELATED ARTICLE: **OLE MEXICAN FOODS**

WWW.OLEMEXICANFOODS.COM

SALES: \$100 MILLION

HEADQUARTES: ATLANTA

OMF000312

Truly authentic: when Ole Mexican Foods founder Veronica Moreno recognized a gap in the market or high-quality, authentic tortillas, she set out to fulfill this....

EMPLOYEES: 600

SPECIALTY: TORTILLAS

EDGAR MORENO, ATLANTA GM OF SALES: "WE TRY TO PROVIDE THE BEST SERVICE TO EACH STORE."

Load-Date: August 23, 2007

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EXHIBIT 3

[*Organic Tortilla Market 2020 Global Industry Analysis by Trends, Size, Share, Company Overview, Growth and Forecast by 2025 Latest Research Report by Research Reports World*](#)

MENAFN - Market Reports (English)

November 3, 2020 Tuesday

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Length: 2365 words

Body

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Organic Tortilla Market 2020 Global Industry Analysis by Trends, Size, Share, Company Overview, Growth and Forecast by 2025 Latest Research Report by Research Reports WorldPosted on Nov 3 2020 4:55 AM

"Organic Tortilla Market Global Research Report 2020 is a comprehensive business study on the current state of industry which analyses innovative strategies for business growth and describes important factors such as top manufacturers, production value, key regions, growth rate."

Global " Organic Tortilla Market " 2020 Industry Research Report is an inside-out and expert examination on the flow condition of the Global Organic Tortilla industry. In addition to that, this latest investigative report sorts the global Organic Tortilla market by end client, type, area, and top players/brands. This report further elaborates various factors affecting the market drivers and development. Organic Tortilla market also puts forward insights into market size, crucial markers, review, as well as the most recent net edge, income, types, patterns, along with provincial figure and examination.

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The global Organic Tortilla market is anticipated to rise at a considerable rate during the forecast period, between 2020 and 2025. In 2020, the market was growing at a steady rate and with the rising adoption of strategies by key players, the market is expected to rise over the projected horizon.

Under COVID-19 outbreak comprehensively, The Organic Tortilla Market gives 360 degrees of investigation from flexibly chain, import and fare control to provincial government strategy and future impact on the business. Itemized investigation about market status (2015-2020), venture rivalry example, points of interest and hindrances of big business items, industry improvement patterns (2020-2025), territorial modern format attributes and macroeconomic approaches, mechanical arrangement has likewise been incorporated. Organic Tortilla Market from crude materials to end clients of this industry are broke down deductively, the patterns of Organic Tortilla Market item course and deals channel will be introduced too. Considering COVID-19, this report gives far reaching and top to bottom investigation on how the scourge push this industry change and change.

"Final Report will add the analysis of the impact of COVID-19 on this industry."

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Organic Tortilla industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

To Understand How COVID-19 Impact is Covered in This Report. Get Sample copy of the report at - [To enable links contact [MENAFN](#)]

The report can help to understand the market and strategize for business expansion accordingly. In the strategy analysis, it gives insights from marketing channel and market positioning to potential growth strategies, providing in-depth analysis for new entrants or exists competitors in the Organic Tortilla industry. This report also states import/export consumption, supply and demand Figures, cost, price, revenue and gross margins. For each manufacturer covered, this report analyzes their Organic Tortilla manufacturing sites, capacity, production, ex-factory price, revenue and market share in global market.

Global Organic Tortilla Market Report 2020 provides exclusive vital statistics, data, information, trends and competitive landscape details in this niche sector.

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List Of TOP KEY PLAYERS in Organic Tortilla Market Report are

- Easy Foods Inc.
- Catallia Mexican Foods
- La Tortilla Factory
- PepsiCo Inc.

OMF000315

- Arevalo Tortilleria, Inc.
- GRUMA, S.A.B. de C.V
- Liven, S.A.
- Azteca Foods, Inc.
- **Ole Mexican Foods** Inc.
- Aranda's Tortilla Company, Inc.

Get a Sample Copy of the Organic Tortilla Market Report 2020

The report also focuses on global major leading industry players of Global Organic Tortilla Market Share providing information such as company profiles, product picture and specification, capacity, production, price, cost, revenue and contact information. Upstream raw materials and equipment and downstream demand analysis is also carried out. With tables and figures helping analyse worldwide Global Organic Tortilla Market Forecast this research provides key statistics on the state of the industry and is a valuable source of guidance and direction for companies and individuals interested in the market.

The Global Organic Tortilla Market Trends , development and marketing channels are analysed. Finally, the feasibility of new investment projects is assessed and overall research conclusions offered.

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On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

- Tortilla chips
- Taco shells
- Tostadas
- Flour tortillas
- Corn tortillas
- Others

On the basis of the end users/applications, this report focuses on the status and outlook for major applications/end users, consumption (sales), market share and growth rate for each application, including

- Hypermarkets/Supermarkets
- Convenience stores
- Online

OMF000316

- Others

Some of the key questions answered in this report:

- What will the Organic Tortilla market growth rate, growth momentum or acceleration market carries during the forecast period?
- Which are the key factors driving the Organic Tortilla market?
- What was the size of the emerging Organic Tortilla market by value in 2019?
- What will be the size of the emerging Organic Tortilla market in 2025?
- Which region is expected to hold the highest market share in the Organic Tortilla market?
- What trends, challenges and barriers will impact the development and sizing of the Global Organic Tortilla market?
- What are sales volume, revenue, and price analysis of top manufacturers of Organic Tortilla market?
- What are the Organic Tortilla market opportunities and threats faced by the vendors in the global Organic Tortilla Industry?

Major regions covered in the report:

- North America
- Europe
- Asia-Pacific
- Latin America
- Middle East Africa

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Email:

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Plastisol Market Analysis With Impact of COVID-19, Top Companies, Trends, Market Size, Growth, Share, Demand, Future Opportunity Outlook 2026

Dual Specificity Mitogen Activated Protein Kinase Kinase 1 Market 2020 Size, Worldwide Impact of COVID-19 on Industry, Global Industry Demand, Share, Top Players, Industry Size, Future Growth by 2026 Research Reports World

Aqueous Printing Ink Market Size Global Industry Analysis by Growth, Key Players, Share, Revenue, Trends, Organizations Size, Opportunities, And Regional Forecast to 2025

Virtual Networking Market Share, Size 2020 COVID-19 Impact Analysis with Global Countries Data, Analysis, Company Profiles, Competitive Landscape and Key Regions Analysis Available at Research Reports World

MENAFN0311202045760000ID1101059965

Load-Date: February 3, 2021

EXHIBIT 4

The TikTok Effect On Feta Demand

The New York Times

March 3, 2021 Wednesday

Late Edition - Final

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Section: Section D; Column 0; Dining In, Dining Out / Style Desk; Pg. 6

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Byline: By Rachel Wharton

Body

In the rarefied world of small-batch cheese, the closest a product may get to widespread fame is Tom Colicchio's shout-out for his favorite bloomy rind on "Top Chef."

That's why Anne Saxelby, the founder and co-owner of Saxelby Cheesemongers, in New York City, was so surprised when a supplier told her that a recipe on the popular video app TikTok had whipped up such a demand for feta that she wouldn't get her weekly shipment of the cheese.

Ms. Saxelby and her feta maker -- Narragansett Creamery, a small Rhode Island dairy -- had been swept up in the video recipe phenomenon known as baked feta pasta. It's an exceedingly easy, extremely creamy oven-baked pasta sauce made with a whole block of feta cheese nestled into a pint of cherry tomatoes, with olive oil, chiles and garlic.

The recipe first caught fire in Finland in 2018, after the food blogger Jenni Hayrinen made uunifetapasta, Finnish for oven-baked feta pasta. (It was a streamlined version of a dish called Prosecco spaghetti and oven tomatoes, made by Tiiu Piret, another Finnish food blogger.)

But it didn't really take off in the United States until it started racking up ecstatic fans on TikTok in early January. The videos are just as likely to be made by influencers as by teenagers without large followings. Now #fetapasta has more than 600 million views, not counting spillover into Instagram, Twitter, Facebook and followers of Rachael Ray, the "Today" show and "Good Morning America."

[Melissa Clark's first TikTok video was her one-pan version of the #fetapasta]

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By mid-February -- when feta was the No. 1 search term on the Instacart grocery delivery app -- The Charlotte Observer reported temporarily empty feta shelves at local stores like Harris Teeter supermarkets. Demand was up 200 percent, said Danna Robinson, a spokeswoman for the company, which operates more than 230 stores in seven states.

Narragansett Creamery, which supplies Saxelby Cheesemongers and markets like Zabar's and Eataly with its Salty Sea Feta, is now expanding weekly production to 10,000 pounds a week, from 6,000, said Mark Federico Jr., who runs the company with his parents. (That higher figure is how much they used to produce at the height of summer salad season, before sales to restaurants were gutted by the pandemic.)

Kroger was also caught off guard, said Walshe Birney, who oversees the specialty cheese counters for the national supermarket chain, which owns Murray's Cheese. Sales of feta blocks, which bake up creamier than the crumbles, were up.

"This is the largest and most geographically broad interest and sales increase in a product that I have personally ever seen," Mr. Birney wrote in an email.

While there is no shortage of feta at Krinos Foods, the country's largest importer and maker of Greek and Mediterranean food products, sales have been stronger than usual for months. Eric Moscahlaidis, the company's chairman, said Krinos was able to persuade some Walmarts and Costcos to run trial sales of real Greek feta in addition to the cow's milk versions they already stocked. (In Europe, feta is a name-protected product that must be made in certain regions of Greece from local sheep and goat's milk.)

But feta is not the only food to get a real-world boost from TikTok. And it likely won't be the last, given the rapidly rising status of TikTok recipes like the baked oat cake and do-it-yourself vegan chicken.

Ms. Saxelby sold out of another cheese, Winnimere, after a friend's TikTok video praising the cheese got more than 250,000 views in two days. She sold 20 whole rounds in one day -- 12 sell in a normal week -- and the Vermont dairy that makes it, Jasper Hill Farm, had a significant traffic spike on its website.

After months of another popular TikTok recipe known as the tortilla wrap hack -- you cut, fill and fold a large flour tortilla to make a giant wedge of a sandwich -- ***Olé Mexican Foods***, in Georgia, saw a nationwide sales surge of its burrito-size tortillas. The most growth came in cities that are not "traditional tortilla markets," said Enrique Botello, the company's marketing manager.

Last spring, Target stores around the country repeatedly ran out of packs of Martinelli's apple juice, when millions of TikTokers -- including the singer Lizzo -- realized that when you bite into the apple-shaped plastic bottle, it sounds just like crunching into the actual fruit.

The 153-year-old California company had to increase its production to keep up, said Tom Brancky, a marketing adviser, who made a weekly PowerPoint presentation last May to keep the company aware of all the video hits. He's still sending it out once a month.

"It was phenomenal, it was unreal," he said, "and it was mainly high school age kids that drove it."

Follow NYT Food on Twitter and NYT Cooking on Instagram, Facebook, YouTube and Pinterest. Get regular updates from NYT Cooking, with recipe suggestions, cooking tips and shopping advice.

<https://www.nytimes.com/2021/02/26/dining/baked-feta-pasta-tiktok.html>

Graphic

PHOTOS: Anne Saxelby, above, the founder and co-owner of Saxelby Cheesemongers, in New York City, couldn't get her weekly shipment of feta because of a popular TikTok recipe that used a block of the cheese, top. Melissa Clark's first TikTok video, left, was her one-pan version of the #fetapasta phenomenon. (PHOTOGRAPHS BY JEENAH MOON FOR THE NEW YORK TIMES

ANDREW SCRIVANI FOR THE NEW YORK TIMES

DAVID MARIUZ/EPA, VIA SHUTTERSTOCK)

Load-Date: March 3, 2021

EXHIBIT 5

Global \$ 50+ Billion Tortilla Market Forecasts to 2025

M2 PressWIRE

December 1, 2020 Tuesday

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Length: 1240 words

Body

December 1, 2020

The "Global Tortilla Market - Forecasts from 2020 to 2025" report has been added to ResearchAndMarkets.com's offering. The global tortilla market is expected to grow at a CAGR of 5.58% over the forecast period to reach a total market size of US\$ 53.648 billion by 2025, increasing from US\$ 38.731 billion in 2019. Increasing adoption among non-Hispanic population in the United States coupled with its growing popularity due to its healthier eating alternatives is expected to drive the growth of the market during the forecast period. Also, expanding retailing business both online and offline in developing countries is accelerating the growth of the market in the coming years. Growing Latin America Culinary Influence Dishes like tacos which made from corn tortillas and a carnitas filling are gaining popularity in various parts of the world. Latin American style food today has entered the mainstream American diets on account of rising Hispanic and Latino immigrant population that has increased both demand and supply of Latin American styled food.

Food retailing chains such as Tex-Mex and Taco Bell Corp are also gaining popularity which is boosting the demand for tortilla. With Mexican food being popular choice in many countries and is now becoming an important diet in their snacking habits the tortilla market is expected to witness significant growth in the coming years. For instance, according to the latest data by the Snack Food Association the Americans consumers more than 8.2 million pounds of tortilla chips on Super Bowl alone. Expanding retail businesses in developing countries The growing population, increasing disposable income, and growing internet penetration is booming the online and offline mode of purchase for food

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in various parts of the world. Offline retail sales still dominate at present in comparison to the online mode of purchase which includes hypermarkets, supermarkets, and shopping malls, where consumers find it quite convenient to find their products under one roof. Slowly, with the advent of urbanization and a fast-paced lifestyle, young population are highly influenced by the online mode of purchasing, hence this will fuel the market growth through online sales channels as well. Besides, growing internet penetration in the developing countries is also widening up the scope of online sales channels which is further expected to boost the demand for tortilla chips and other tortilla-based products in the coming years. COVID-19 impact on the online supply-side indicates a significant increase in buying and are currently witnessing massive adoption while offline source of distribution channel is suffering due to short-term discretionary spending and uncertainties. Besides, in the long-term market is expected to see a catalytic positive impact due to COVID-19 as it is expected to increase the number of internet users. However, the further growth of the online segment depends on the quality of infrastructure facilities, and the quality of logistic services in developing regions where logistics industry lacks in latest technologies and due to absence of large logistics coverage networks and inconsistent quality, therefore the online retail business may face certain challenges in the coming future. Tortilla chips is holding noteworthy share in the market There are distinct types of tortilla made available to the consumers such as tortilla mix, frozen tortilla, pre-cooked tortilla, and tortilla chips. The tortilla chips are expected to hold significant share in the market and with the rising number of product launches in new flavors the market is anticipated to witness positive growth. In addition, the nutritious value of tortilla with more carbohydrates making it a possible replacer for bread. By geography analysis By geography, the tortilla market is segmented as North America, South America, Europe, Middle East and Africa, and Asia Pacific. North America holds the significant share in the global tortilla market owing to the presence of major market players in the region coupled with rapid adoption of Mexican diet in countries like the U.S., and Canada. Europe also holds substantial market share owing to the rising number of people switching to vegan diet supported by the growing cases of obesity and allergies related the consumption of other products is expected to drive the market for tortilla in the region during the forecast period. In the Asia Pacific region, increasing investments and product launches by international players in the countries like China, India, and Indonesia is also contributing to the growth of Asia Pacific tortilla market. Competitive Intelligence Prominent/major key market players in the global tortilla market include GRUMA, Tyson Foods, Inc., Catallia Mexican Foods, PepsiCo, La Tortilla Factory, Azteca Foods, Inc, ***Ole Mexican Foods*** Inc., Easy Food Inc., Mi Rancho, Eagle Foods Australia, Arevalo Foods Inc, Tortilla King Inc., Fiesta Tortilla Factory Inc., and Franco Whole Foods. The number of players in the tortilla market is huge and concentrated to American and European region and is growing with the opportunity to generate significant revenues because of growing demand in various parts of the world. The players in the global tortilla market are implementing various growth

strategies like marketing, bulk online discount schemes to gain a competitive advantage over its competitors in this market. Major market players in the global tortilla market have been exhaustively covered along with their relative competitive position and strategies and the report also mentions recent deals and investments of different market players over the last few years. Key Topics Covered: 1. Introduction1.1. Market Definition1.2. Market Segmentation2. Research Methodology2.1. Research Data2.2. Assumptions3. Executive Summary3.1. Research Highlights4. Market Dynamics4.1. Market Drivers4.2. Market Restraints4.3. Porters Five Forces Analysis4.4. Industry Value Chain Analysis5. Global Tortilla Market Analysis, By Product Type (Value in US\$ Million)5.1. Introduction5.2. Tostadas5.3. Taco Shells5.4. Corn Tortilla5.5. Flour Tortilla5.6. Tortilla Chips6. Global Tortilla Market Analysis, By Source Type (Value in US\$ Million)6.1. Introduction6.2. Corn6.3. Wheat7. Global Tortilla Market Analysis, By Processing Type (Value in US\$ Million)7.1. Introduction7.2. Fresh7.3. Frozen8. Global Tortilla Market Analysis, By Distribution Channel (Value in US\$ Million)8.1. Introduction8.2. Online8.3. Offline8.3.1. Restaurants8.3.2. Supermarts8.3.3. Others9. Global Tortilla Analysis, by Geography (Value in US\$ Million)10. Competitive Environment and Analysis10.1. Major Players and Strategy Analysis10.2. Emerging Players and Market Lucrativeness10.3. Mergers, Acquisitions, Agreements, and Collaborations10.4. Vendor Competitiveness Matrix11. Company Profiles

GRUMA

Tyson Foods, Inc.

Catallia Mexican Foods

PepsiCo

La Tortilla Factory

Azteca Foods, Inc

Ole Mexican Foods Inc.

Easy Food Inc.

Mi Rancho

Eagle Foods Australia

Arevalo Foods Inc.

Tortilla King Inc.

Fiesta Tortilla Factory Inc.

Franco Whole Foods

For more information about this report visit <https://www.researchandmarkets.com/r/4xajyy>

CONTACT:

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ResearchAndMarkets.com

Laura Wood, Senior Press Manager

press@researchandmarkets.com

For E.S.T Office Hours Call 1-917-300-0470

For U.S./CAN Toll Free Call 1-800-526-8630

For GMT Office Hours Call +353-1-416-8900

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EXHIBIT 6

[Olé Mexican Foods Celebrating Its 30th Anniversary This Year](#)

The Shelby Report

March 22, 2018 Thursday 07:51 PM GMT

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Length: 412 words

Byline: Alissa Marchat

Highlight:

In 1988 Veronica Moreno sold her first order of tortillas from a recipe she learned from her grandmother. Today, 30 years later, Olé Mexican Foods Inc., maker of Olé and La Banderita tortillas, says it still aims to create "great food that brings friends and family together at the table." On its 30th anniversary, Olé ...

The post [Olé Mexican Foods Celebrating Its 30th Anniversary This Year](#) appeared first on [Shelby Report](#).

Body

In 1988 Veronica Moreno sold her first order of tortillas from a recipe she learned from her grandmother. Today, 30 years later, Olé Mexican Foods Inc., maker of Olé and La Banderita tortillas, says it still aims to create "great food that brings friends and family together at the table."

On its 30th anniversary, Olé will mark the milestone with a yearlong celebration dedicated to the fans of "those famous tortillas Mrs. Moreno makes."

"My family and all of us at Olé Mexican Foods are truly humbled for the opportunity to hold a seat at your table. Helping families create a wholesome, fun and authentic eating experience with our products is the best complement we could hope for," said Moreno, president and CEO of Olé. "I don't know if my grandmother ever dreamed that her family recipe would be enjoyed in so many homes. Thirty years later, I am certain she would be pleased to be part of brining families together at the table though food. It's exciting to imagine where Olé Mexican Foods will go and how it will be used over the next 30 years."

For those celebrating at home, Olé has created recipe ideas that spotlight classic Mexican dishes as well as popular foods that continue to make tortillas indispensable today. The recipes will be released throughout the year on OleMex.com and on Olé's social channels

alongside snapshots of the role that tortillas have played in the history of Mexican food and global culture.

Founded in 1988 in Atlanta, Georgia, Olé is one of the largest producers of tortillas and Mexican food products in the U.S. Its brands are La Banderita, Olé and Verolé, and its product lines include corn and flour tortillas, tostadas and tortilla chips, Mexican bakery products, Mexican and Central American specialty cheeses and chorizo sausage. Olé operates tortilla-manufacturing plants in Norcross, Georgia; Grand Prairie, Texas; and Walnut, California. Its cheese products are produced in Greenville, Tennessee; chorizo sausage in Atlanta; and bakery products in Norcross, Georgia. A minority-certified, woman-owned business enterprise, Olé was named one of Hispanic Business Magazine's Top 100 Fastest Growing Companies for 2011.

Keep reading:

[*Southeastern Grocers Expanding Fresco Y Más To Central, West Florida*](#)

[*7-Eleven Expands Packaged Bakery Lineup With Mexican Sweet Breads*](#)

[*Vallarta Supermarkets Opens 50th Store In Pasadena, California*](#)

The post [*Olé Mexican Foods Celebrating Its 30th Anniversary This Year*](#) appeared first on [*Shelby Report*](#).

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