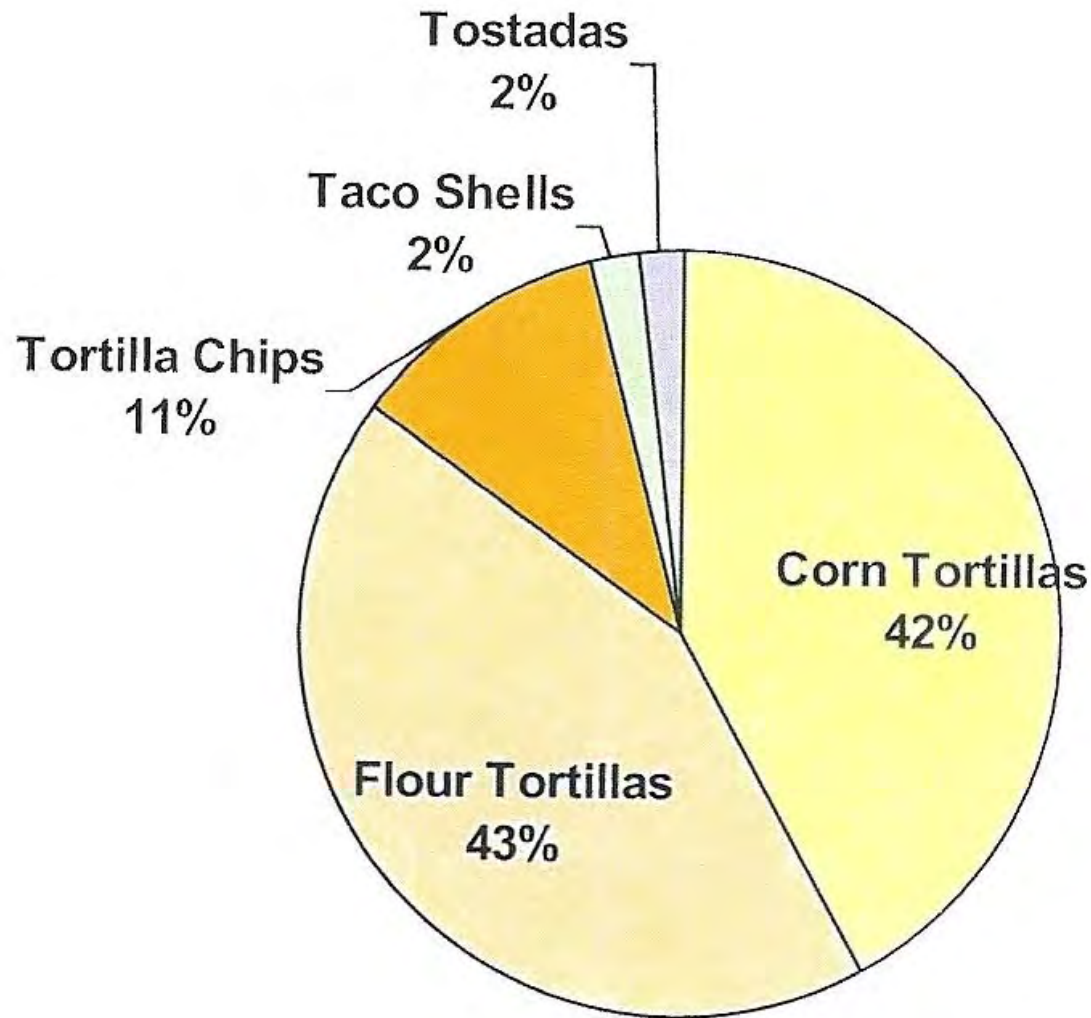


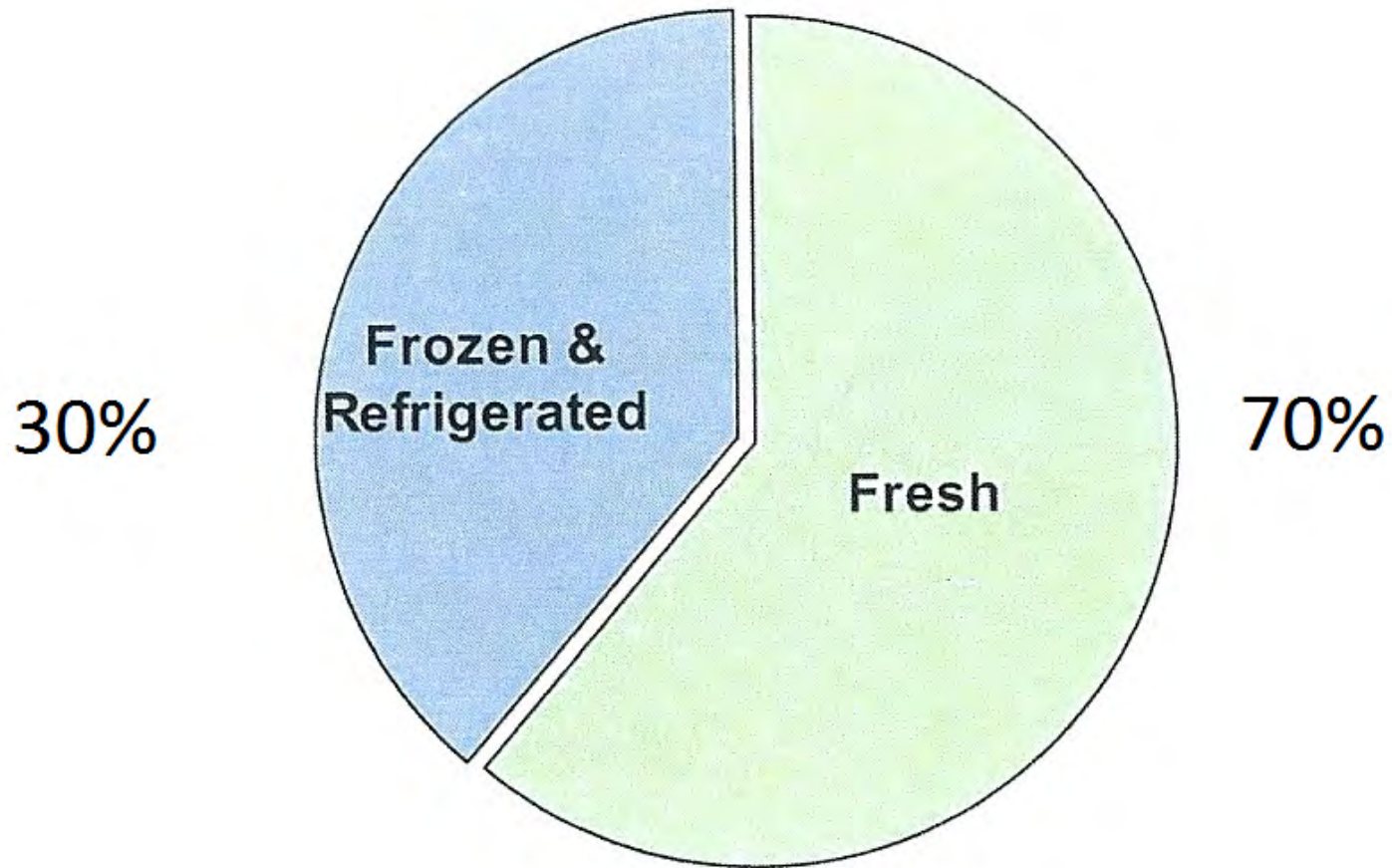
# Market Size & Growth

- CAGR of 9+% Since 1996
- Fueled By:
  - Demographics
  - Dietary Diversification among ***All*** Ethnic Groups
  - Economics
- US Sales in 2009 \$8+ Billion
  - Salsa Outsold Ketchup in 2008
  - Tortillas Outsold White Sandwich Bread in 2010

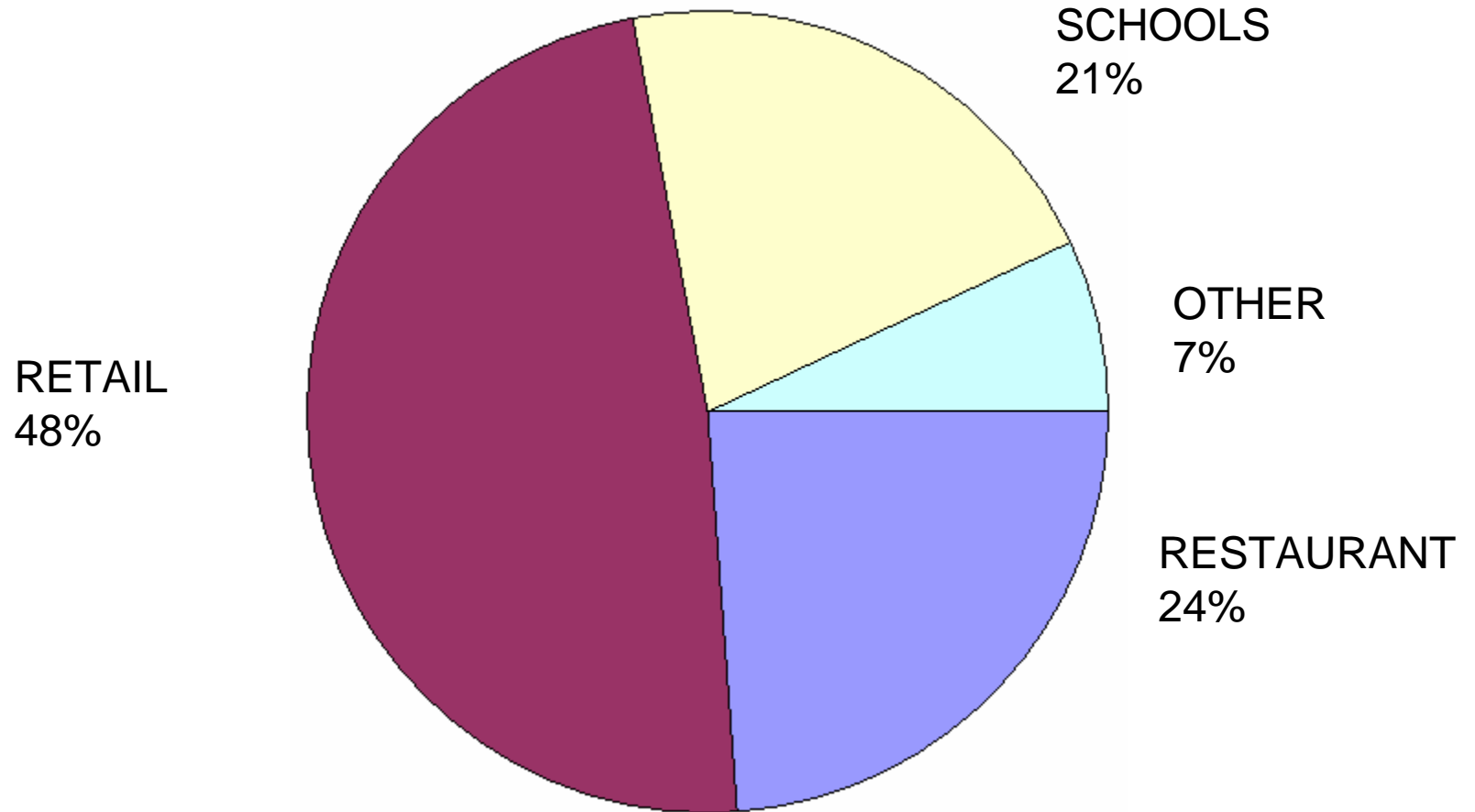
# Product Types & Share



# Fresh Vs. Frozen / Refrigerated

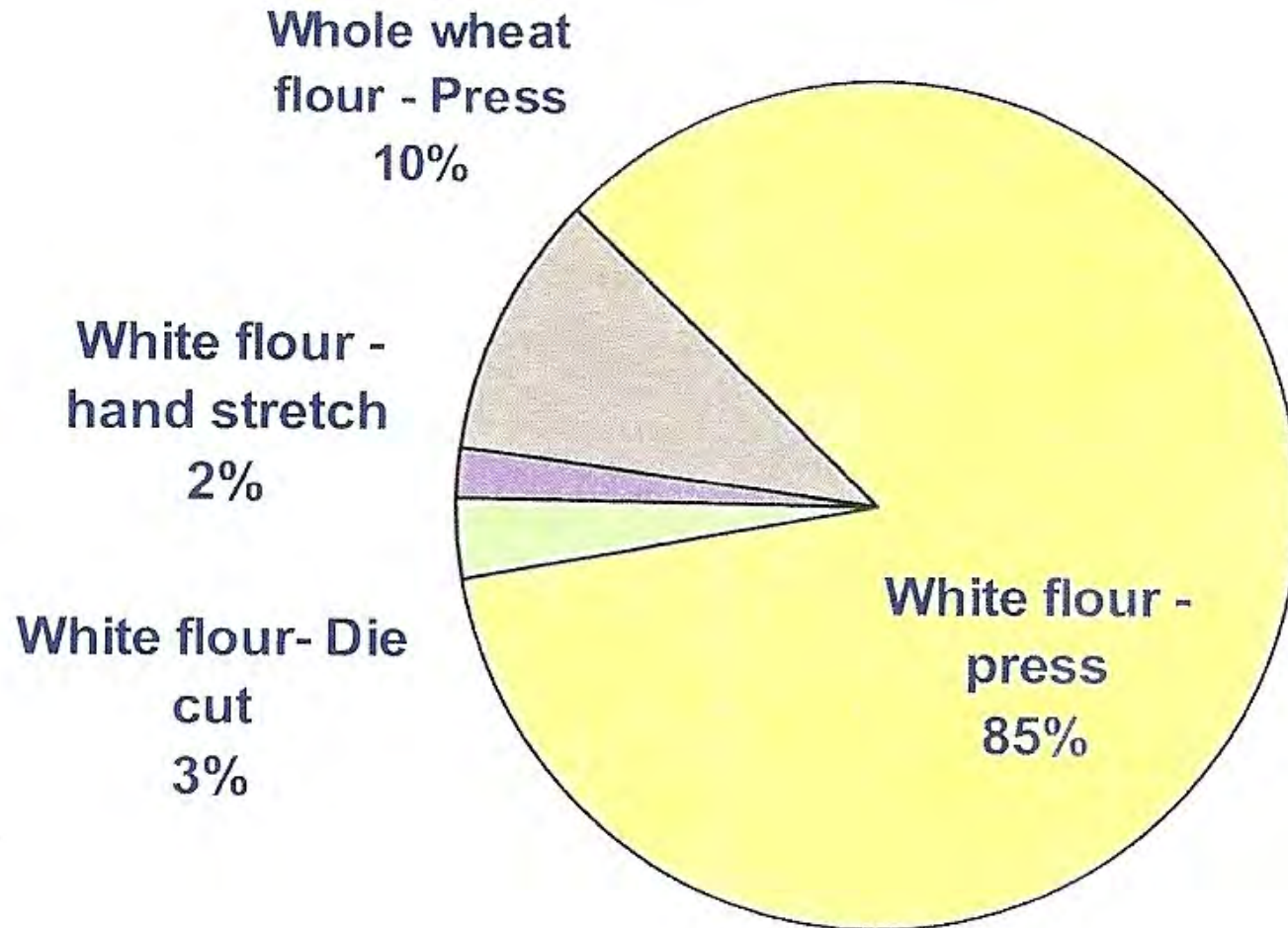


# Sales By Purchaser

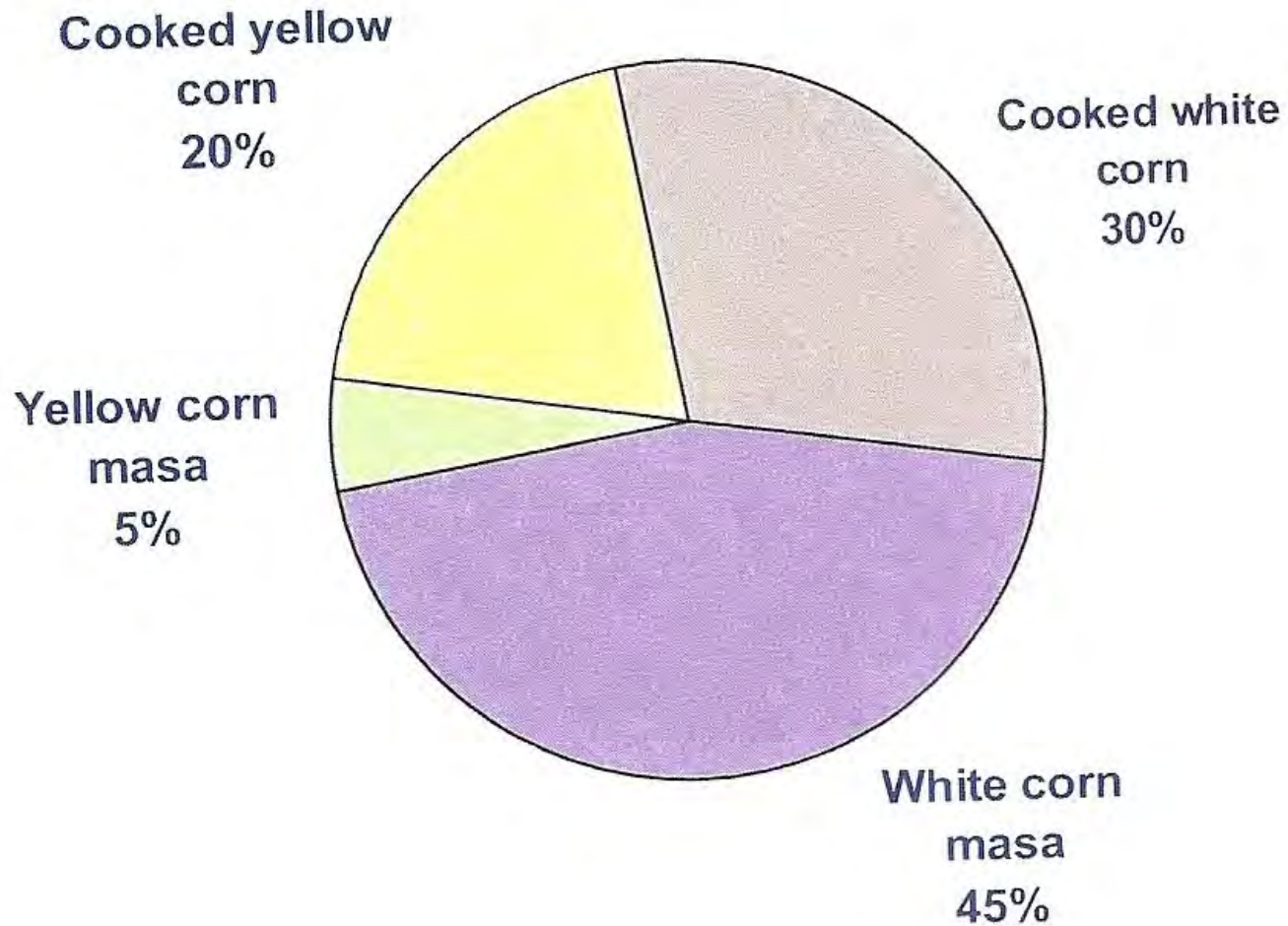


Based on IRI Data

# Flour Tortillas

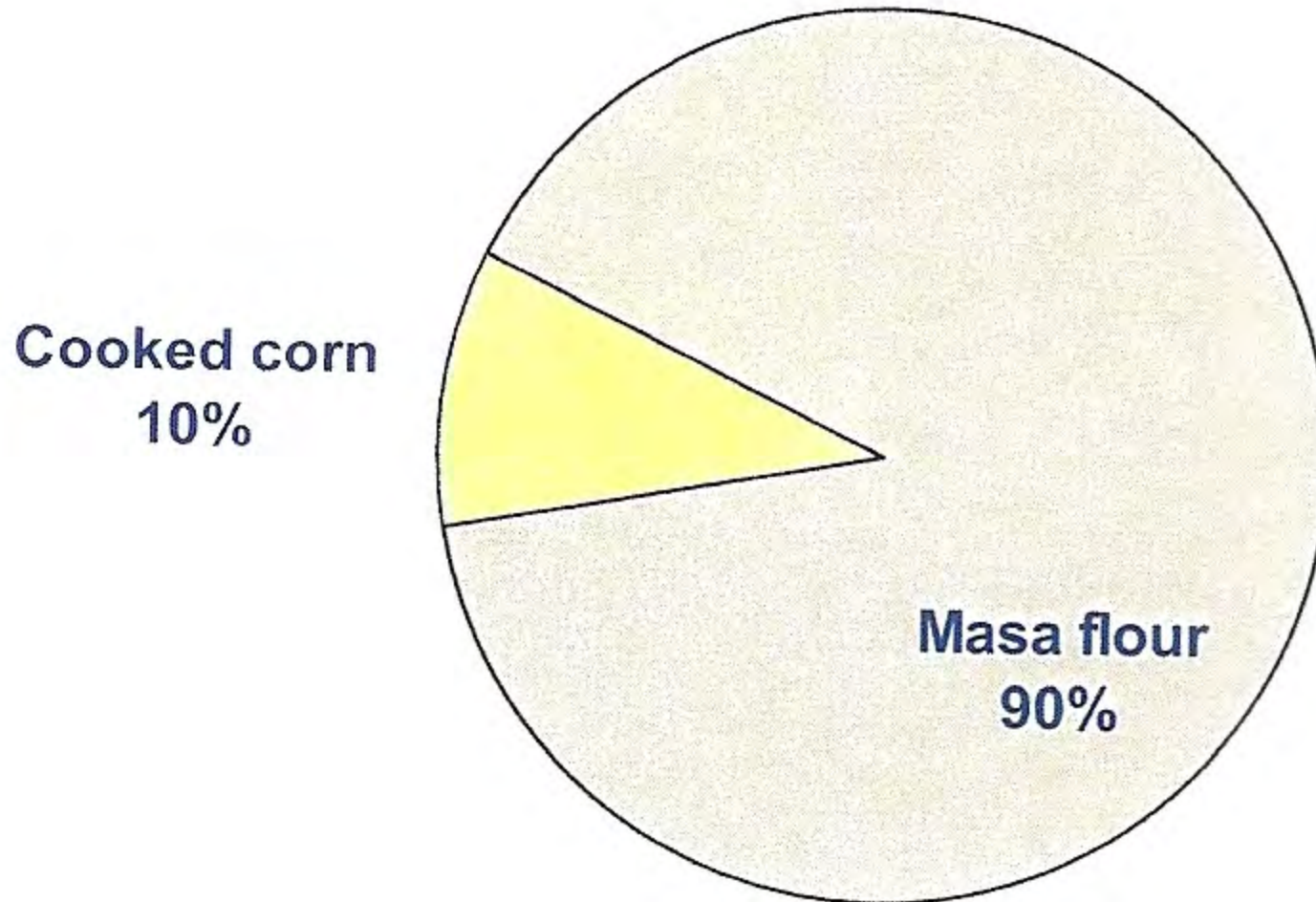


# Corn Tortillas

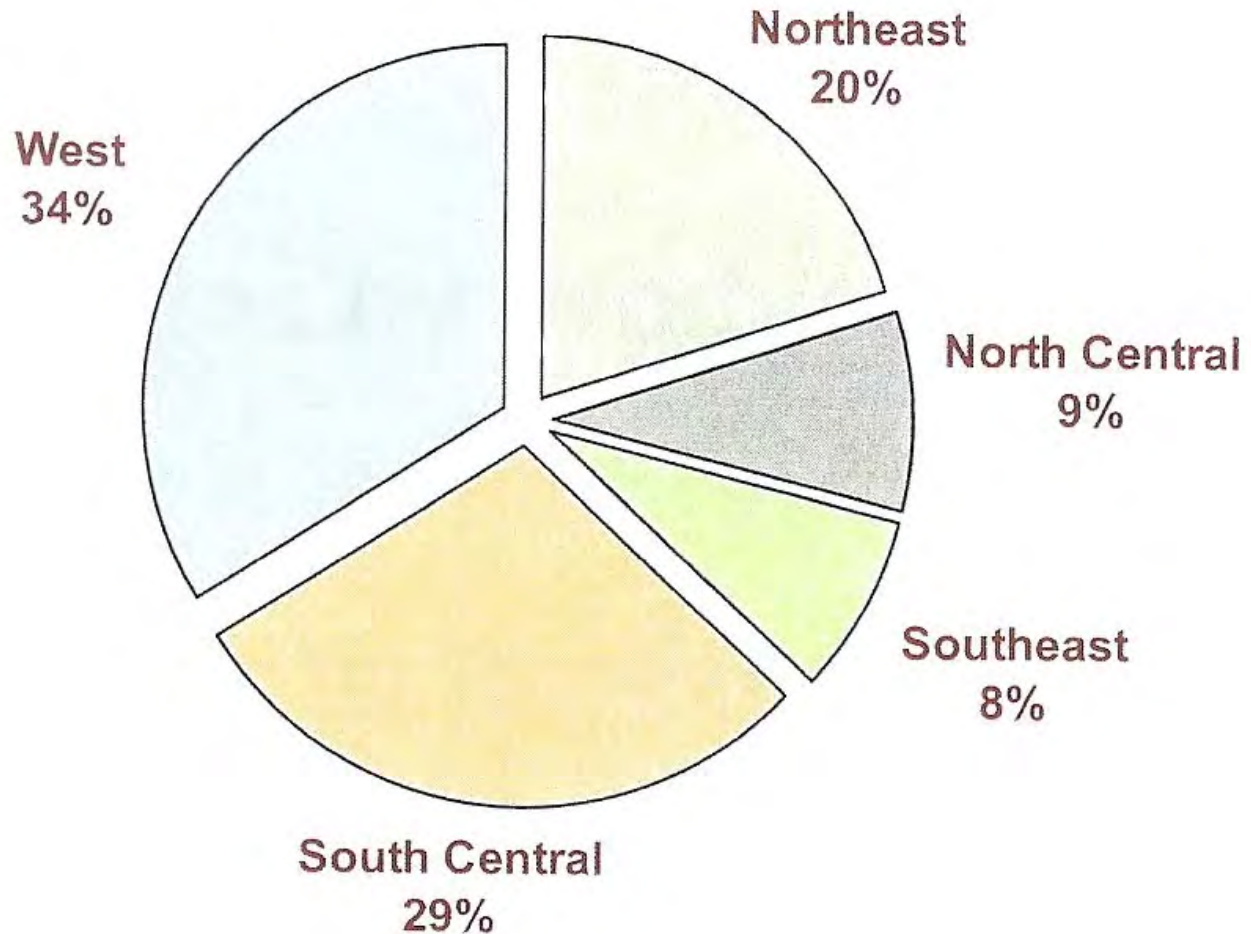




# Tortilla Chips

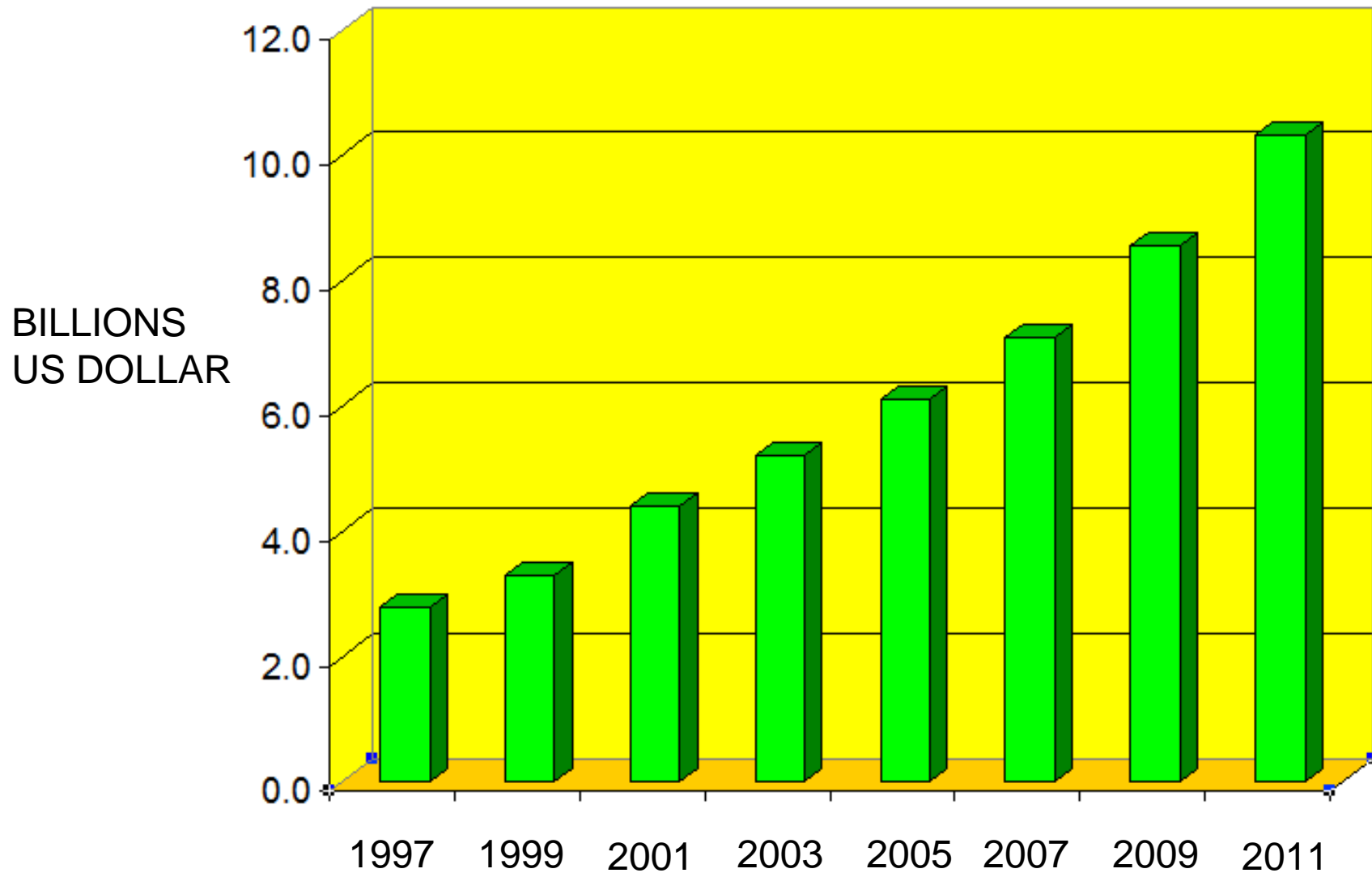


# By US Region

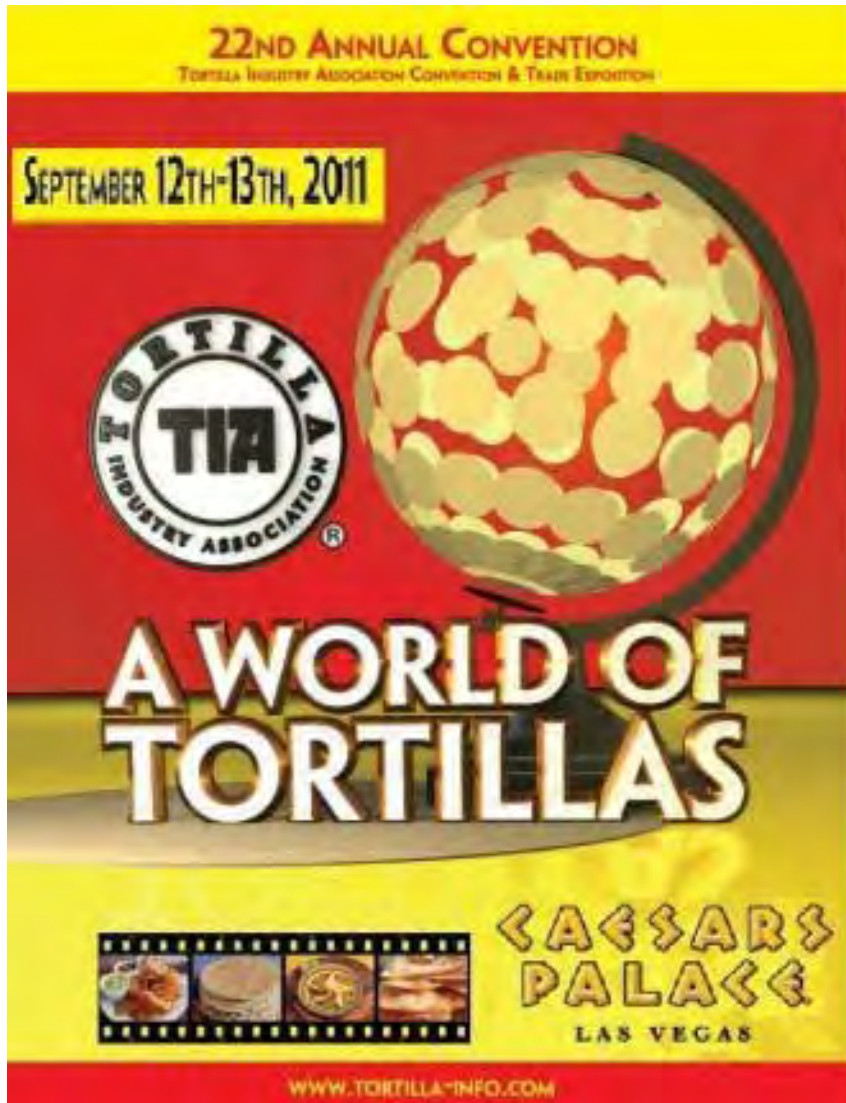




# Total Market Size



# TIA Events



- TIA Convention = Primary Marketplace Of Industry
- Sept 12-13
- Caesar's Palace, LV
- \$89 a Night Special TIA Rate (Versus \$300+)
- Exhibit Hall Sold Out!
- Great Entertainment
- Great Business Opportunities
- Register Now!

# TIA Initiatives



- Legislative Fly-In Day
- Arrange Meetings for TIA Members with Senators & Congressmen / Staffs
- “Food Before Fuel” is Defeating Ethanol Subsidy
- 500,000 New Latino Voters Added Yearly
- TIA Congressional Directory





# Member Communications

WWW.TORTILLA-INFO.COM

# TIA News

**2011 Technical Seminar**  
**Coming Soon: MAY 22nd - 23rd**  
**"REGISTER NOW!"**  
Upgraded Location in Anaheim CA, With Sessions Plus Field trips to 3 Facilities

**2011 TECHNICAL CONFERENCE**

**Inside**

- Tech Seminar Agenda ... 2
- 2011 Convention Returns to Schedule ... 3, 4
- Message From TIA Board Chairman ... 5
- Students Win \$1,000 from TIA ... 6
- Meal Tia Sponsors Will Impact Our Industry ... 7

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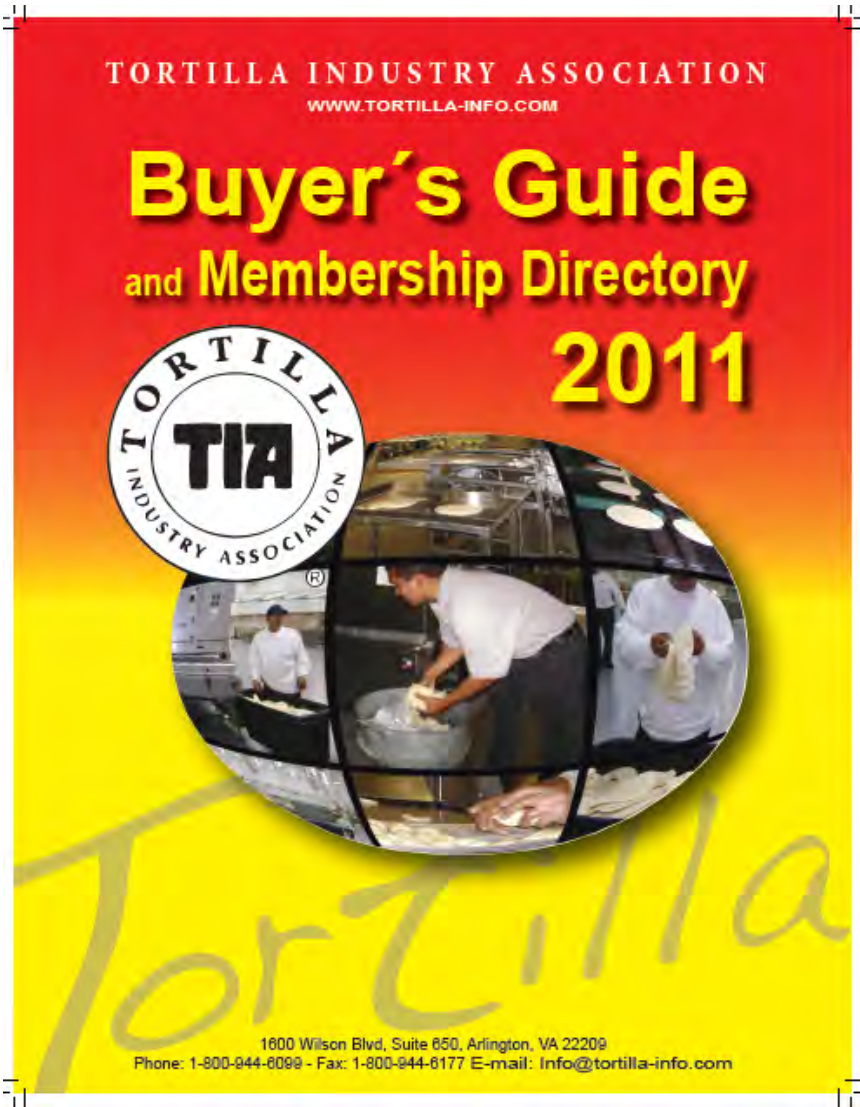
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**2011 Spring**

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- Print Newsletter
  - 2-3 Times A Year
- Electronic Newsletter
  - Every Tuesday
- “Ask The Experts” (Members Only, Except Today At Lunch – Fill Out Your Form!)

# Increasing Business Opportunities



- Buyer's Guide & Membership Directory
- Business Opportunity Notifications E-Mail (Members Only)
- Promoting The Industry



# Increasing Education Opportunities

- TIA Scholarship Program
- \$1,000 per Student to Help Your Family
- 3-5 Winners a Year
- 14 Winners So Far
- “Members Only”
- Applications At Registration desk

# -\$- Last Year's Winners -\$\$-

Bernardo Estepa



Margaret Brickner



Sandy Hernandez

# Increased Savings

- Business Insurance
  - Savings of \$10,000 to \$125,000 Straight To Bottom Line!
  - At 10% Margin, \$1 Savings = \$10 In Sales
- Shipping & Freight
- Vehicle & Truck Rental
- Office Supplies
- Computers & Laptops
- NEW Programs:
  - Surprise Announcement at TIA Convention!

# Join TIA Today!

- Dues Are Tax Deductible
  - Which Would You Rather Write On Check “IRS” or “TIA” ?
- Support The Industry That Feeds You
- Be Supported By YOUR Association
- Help Guide TIA As A Board Member or Committee Member
- Make Valuable New Business Connections
- Have Fun!