



FOODSERVICE FORWARD



INSPIRATION GUIDE

Evolving & Elevating C-Store Cuisine

Ruiz[®]
FOODSERVICE

The roller grill has long been a staple of hot prepared food stations in C-stores. The same qualities that make it ideal for consumers seeking quick, grab-and-go convenience also make it ideal as a back-of-house prep method. With 71% of consumers excited about new food & beverage trends in 2025,¹ now's the time to put the roller grill to use in new ways to create items that cater to their desires for innovation, customization, and value.

Compact, Consistent, and Kitchen-Ready

In operations with limited space or short-staffed teams, the roller grill can act as a compact, low-labor prep station that keeps hot food rolling without slowing things down.

With a small footprint and plug-and-play simplicity, roller grills can be easily integrated into existing prep areas, even in tight spaces. There's no need for complex equipment or highly trained staff. Roller grills are ideal for heating up protein-packed items, holding menu-ready products at food-safe temps, and helping employees be ready for breakfast and lunch rushes.

Made-to-Order Made Easy

Customization is no longer niche; it's expected. 63% of consumers who purchase foodservice items from C-stores say the ability to personalize their meal or drink is a key factor in their decision to buy.² Incorporating customizable options and made-to-order specials into your offerings isn't just trendy, it delivers on what your consumers are actively seeking.

A SIMPLE TOPPINGS BAR MAKES CUSTOMIZATION OPTIONS ENDLESS AND BOOSTS SALES



Spicy toppings are hot!

63%

of consumers want to tailor their choices by picking their own toppings.

Recipe Inspiration to Grow Value Perception

While not every operation is able to invest in managing hot foods made in house, that doesn't mean they should miss out on the forward momentum happening right now in C-stores. Tornados® and El Monterey® products are made by hand and ready for you to finish and elevate at the store level while also being easily customizable by consumers.



TORNADOS® A.M. NACHOS

PRODUCT Egg, Bacon, Cheese & Salsa Tornados®

INGREDIENTS Chopped tomatoes, green onions, cotija cheese, sour cream

CONSUMER DESCRIPTION Go bold at breakfast with delicious Tornados® and fresh, savory toppings.

CHEESY TORNADOS® MELTS

PRODUCT Southwest Style Chicken Tornados®

INGREDIENTS Cheddar cheese, creamy chipotle sauce and chile verde salsa

CONSUMER DESCRIPTION Two bold Tornados®, melty cheese, and crave-worthy sauces, this mashup was made to dip and devour.



TORNADOS® BREAKFAST DIPPERS

PRODUCTS Egg, Bacon, Cheese & Salsa Tornados® or French Toast & Sausage Tornados®

INGREDIENTS Sausage gravy or country pepper gravy

CONSUMER DESCRIPTION Start your day strong with warm breakfast Tornados® and hearty gravy for a filling A.M. combo.



MINI TACOS DIPPER TRIO

PRODUCT El Monterey® Mini Tacos

INGREDIENTS Spicy cheese sauce, seasoned sour cream, chunky salsa, salsa verde, jalapeño guacamole cream, creamy chipotle sauce

CONSUMER DESCRIPTION Mini Tacos with major flavor! Served hot with your pick of bold, dipable sauces.

MEXICAN RAVIOLI

PRODUCTS El Monterey® Stuff'd Nachos

INGREDIENTS White queso, chopped tomatoes, jalapeños, scallions, queso fresco

CONSUMER DESCRIPTION Make it a meal with Stuff'd Nachos, creamy queso, and a bold enchilada-style kick.



**Try it with
El Monterey®
Mini Tacos!**

CHILAQUILES 2 WAYS

PRODUCTS Ranchero Beef & Cheese Tornadoes®

INGREDIENTS Scrambled eggs, salsa, queso fresco crumbles, chopped cilantro, salsa verde, spicy mayo, chopped tomato, red onion

CONSUMER DESCRIPTION Win your morning rush with Tornadoes®, loaded with eggs and your favorite toppings.

We're here to help you get the most out of your hot food program — today and into the future. From fresh inspiration and creative applications to labor-saving strategies and flexible products, we're focused on helping you build solutions that work smarter, sell stronger, and adapt with ease. Let's connect and explore what's next for your operation in this new C-store era.

