

NEW!



Beef

BIRRIA

EMPANADAS



BRING A *trending* FLAVOR TO YOUR MENU



TRADITIONAL FLAVORS WITH MODERN APPEAL

FROM AMERICA'S #1 BRAND OF FROZEN MEXICAN FOOD*

These flaky empanadas are filled with rich, slow-stewed shredded beef seasoned with Mexican chilies and spices for a spicy-but-not-too-spicy flavor. The sauce is cooked right into the filling, delivering a juicy, craveable birria experience.



+188%

**PREDICTED MENU
PENETRATION GROWTH****



**SEE DETAILS
AND ACCESS FREE
POINT-OF-SALE
MARKETING MATERIALS.**



MASTER CASE UPC	PRODUCT NUMBER	CASE PACK	PRODUCT DESCRIPTION	NET CASE WEIGHT	GROSS WEIGHT
10071007002837	00283	3/8/3 oz	Beef Birria w/o Sleeves	4.5 lbs	5.08 lbs
10071007002844	00284	3/8/3 oz	Beef Birria w/ Sleeves	4.5 lbs	5.08 lbs

*IRI POS Data Ending 8/10/25

**Datassential Food Profile Report, December 2025



Ruiz
FOODSERVICE



**SLEEVES FOR
GRAB AND GO EASE**

Mexican-inspired. Wildly desired.™

ruizfoodservice.com

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