

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 | CASE CUBE | TIER & HIGH | CASE DIMENSIONS |
|-----------------|----------------|-----------|-------------------------|-----------------|--------------|-----------|-------------|------------------|
| 10071007002837 | 00283 | 3/8/3 oz | Beef Birria w/o Sleeves | 4.5 lbs | 5.08 lbs | 0.37 | 26 x 5 | 8.5 x 8.0 x 9.38 |
| 10071007002844 | 00284 | 3/8/3 oz | Beef Birria w/ Sleeves | 4.5 lbs | 5.08 lbs | 0.37 | 26 x 5 | 8.5 x 8.0 x 9.38 |

*IRI POS Data Ending 8/10/25
**Datassential Food Profile Report, December 2025



Mexican-inspired. Wildly desired.™

ruizfoodservice.com