



# 2023 Corporate Social Responsibility Report



CONTENTS

3	Message to Our Stakeholders	7	Our People
4	About Ruiz Foods	15	Our Products
5	Ruiz Foods At-A-Glance	18	Our Planet
6	About the Report / CSR Approach & Governance	21	Reporting Parameters

# Message to Our Stakeholders

As we reflect on our past year, we are continually grateful for our team members, supplier partners, and the communities in which we operate. Since 1964, Ruiz Foods has strived to make great food while also making a difference in the lives of our team members, neighbors, and consumers.

The year brought many highlights, including our acquisition of Culinary International, a trusted contract manufacturing partner to Ruiz Foods. Their expertise in producing frozen Mexican products enhanced our capacity for flexible manufacturing on the West Coast, and in turn strengthened our customer service.

While we had many accomplishments, we also faced challenges. In February, our Dinuba (CA) manufacturing facility experienced a fire. Thankfully, there was no loss of life or serious injuries. This event required all-hands-on-deck to care for our displaced team members, move production, and repair and rebuild our facility.

While the plant was closed, we ensured every team member had employment at

our other locations and continued to receive wages and benefits. We also used this time to make facility upgrades. The tremendous efforts of all involved truly demonstrated the strong character of our team members and culture of our organization.

We are also proud of how our team maintained a steadfast commitment to our corporate social responsibility (CSR) program despite this significant challenge. As we continue the journey with our second annual report, we are pleased to share some key impacts accomplished across Ruiz Foods. A few highlights of what you will read in the pages ahead include:

- Our sharp focus on food safety and quality, and the installation of new technology to further mitigate and help avoid food safety incidents.
- Our commitment to ensuring consumers have access to affordable sources of protein throughout the day.
- Our efforts to reduce food waste through an upcycling partnership that supports farmers and diverts waste from going to a landfill.

- Our work to reduce consumer plastic by eliminating plastic zippers from a bulk packaged product.

We want to thank our stakeholders for their commitment to making a difference, supporting our values, and making Ruiz Foods a company that we are proud to lead.

Thank you for reading the 2023 Ruiz Foods CSR Report. We appreciate your interest in our journey and welcome any feedback.



**Dan  
Antonelli**  
President & CEO



**Kimberly  
Ruiz Beck**  
Chairman of the  
Board & Third  
Generation Family  
Member

## About Ruiz Foods

Ruiz Foods has been a minority, family-owned company since 1964 when Fred Ruiz made his first enchilada with his father, Louis, based on the family recipes of his mother, affectionately known as Grandma Rosie. Since that time, Ruiz Foods has grown to over 4,000 team members across our operations in California, Texas, and South Carolina. And we've expanded beyond enchiladas to burritos, chimichangas, taquitos, breakfast burritos, and more! It's taken decades of perseverance and lots of hard-working folks to create America's favorite frozen Mexican food company that consumers trust. This trust is the result of our guiding philosophy and values that have been deeply rooted from our early beginnings. They have been passed down through four generations of family owners, embraced by our entire team, and continue to be at the core of who we are as a company today.

## Our Mission

A legacy of making great food. A passion for making a difference.

---

## Our Values



**Innovation**



**Integrity**



**Quality**



**Respect**



**Safety**



**Teamwork**

# Ruiz Foods At A Glance



FAMILY-OWNED  
SINCE  
**1964**

**4,000**  
TEAM  
MEMBERS

**#1**  
FROZEN  
MEXICAN  
FOOD  
COMPANY\*\*

AMERICA'S  
FAVORITE  
ROLLER  
GRILL SNACK



\*Ruiz Foods®, El Monterey®, and TORNADOS®, and are trademarks owned by Ruiz Food Products, Inc., registered in the United States and other countries.

\*\* Source: Circana Total US MULO Sales, Latest 52 Weeks Ending 9-10-23.





## About this Report

This is Ruiz Foods' second annual corporate social responsibility (CSR) Report and covers company activities in our 2023 fiscal year from Oct 2, 2022, to Sept 30, 2023 (FY23). The Report describes the priorities, approach, key initiatives, and performance across issues that are important to our business.

## CSR Approach & Governance

Ruiz Foods' Corporate Social Responsibility (CSR) strategy reflects our company's core values, and is structured around three pillars: **Our People**, **Our Products** and **Our Planet**. The key focus areas address issues that are material to our business, align with our current and forward-looking business strategy, and that we assess are important to our stakeholders. These include our team members, customers, and supplier partners. Our CSR Leadership Committee is made up of the company's most senior leaders and subject matter experts who are responsible for the priorities that we set, and the activities reported. The Nominating and Governance Committee of our Board of Directors reviews our efforts at least bi-annually.



PEOPLE



PRODUCTS



PLANET



RUIZ FOOD PRODUCTS INC



## OUR PEOPLE

Ruiz Foods strives to make a difference in the lives of our people, including neighbors in the communities where we operate.

## Workplace Safety

Ruiz Foods strives to achieve an accident-free workplace. Over the past 5-years we have continued to reduce our number of total recordable injuries (TRI). Our TRI rate consistently outperforms our industry average.

In each of our facilities we foster strong and effective leaders who are committed to maintaining Ruiz Foods as an occupational safety leader. Each facility has on their team an Environment, Health, and Safety (EHS) expert, conducts monthly safety trainings, and provides the resources needed to maintain a high level of safety in our operations.

Ruiz Foods recognizes that no operation can be considered successful unless it is safe. In February 2023 our commitment to team member safety was put to that test during a fire at our Dinuba California manufacturing facility. Our plant leaders and team

demonstrated extraordinary actions in the face of this challenge. As a result, only one team member was treated for minor injuries, and released the same day. No lives were lost, or significant injuries sustained. While our workplace safety policies, protocols, and team steadfastness helped prevent a major safety incident, our senior leaders, plant leaders, and safety teams took this event very seriously.

Safety is one of our company core values. It is the efforts of every single team member, the commitment of our leaders, and unwavering resolve to build a culture of team member safety first that brings this value to life.





## Talent Development

At Ruiz Foods we believe that team members who are valued, knowledgeable, and engaged create value across our business. For this reason, our organizational mission includes “Build team members’ expertise.” Our goal, always, is to support and promote the professional and personal growth of all team members.

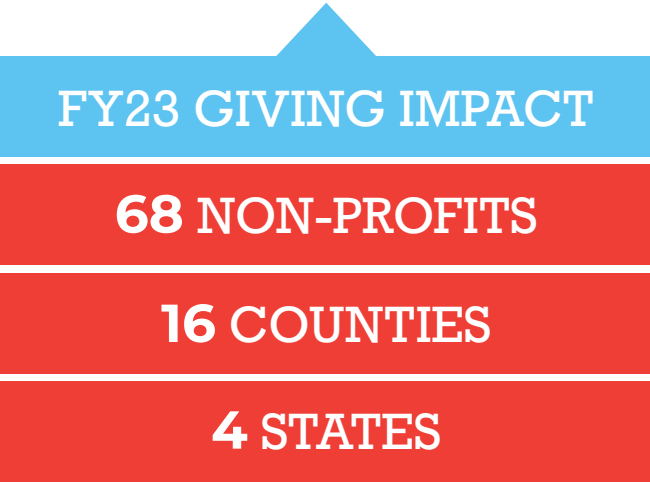


In FY23 we significantly invested in Talent Development by providing additional onboarding and training resources for our team members. Our increased efforts included:

- Establishing a new 30-60-90 Day New Hire Onboarding Checklist and conducting education sessions for management.
- Introducing LinkedIn® Learning online courses that our team members can leverage to acquire and develop knowledge and skills. After completing each course our team members create an action plan for applying what they’ve learned into their daily activities.
- Establishing a Management Resources page on our intranet that includes articles, videos, podcasts, and books on team building activities, coaching, and leading.
- Launching our Leadership Excellence, Attainment & Development (LEAD) Academy, a 12-month program for our hourly team members that combines online learning, virtual discussion, and mentorship.
- Employing tracking to better understand team member demographics for those utilizing Training Requests, Education Assistance/Tuition Reimbursements, LEAD Academy, and LinkedIn Learning resources so that we can optimize these valuable resources across our diverse team.

# Caring for Our Communities

At Ruiz Foods, we care deeply for the communities where we operate and believe it is our responsibility to give back to them. Each year we are proud and honored to donate a portion of the company profits back into these communities to support healthcare, children services and education. In FY23, we supported the great efforts of 68 non-profit organizations through the Ruiz Foods Community Giving Fund.



Ruiz Foods marketing team supporting a Ruiz Cares Frisco Family Services volunteer event.

Ruiz Foods is proud to partner with local agencies and non-profits in the communities surrounding our plants and offices. Frisco Family Services (FFS) is one of Ruiz Foods’ newest community partners, since opening our corporate offices in Frisco, TX.

FFS has been serving the Frisco community for more than 29 years. The organization strives to improve the quality of life for families facing food and housing insecurity by meeting urgent needs and offering programs with the goal of self-sufficiency.

Ruiz Foods has begun fostering a relationship with FFS by holding volunteer events for Ruiz Team Members where they assist the organization with tasks like accepting, sorting, and restocking donated food, clothing, and pantry items.

Ruiz Foods is honored to support Frisco Family Services mission, and in FY23 donated nearly \$10,000 to help further their important work in our communities.

## Caring for Our Communities (cont.)

In addition to giving through our corporate community giving fund, Ruiz 4 Kids® is our affiliated non-profit organization that was founded by team members with a passion for helping children. Ruiz 4 Kids® has a mission to provide opportunities and to inspire hope and change in the lives of children. We are proud to offer two unique programs that support education initiatives for youth through both scholarships and a Mini-Grants for Teachers Program (MG4T). To learn more visit [www.ruiz4kids.org](http://www.ruiz4kids.org).

**\$584,500**  
**IN RUIZ 4 KIDS®**  
**SCHOLARSHIPS FY23**

**568 SCHOLARSHIPS**  
**AWARDED TO DATE**



**\$69,000**  
**AWARDED IN**  
**MINI-GRANTS FOR**  
**TEACHERS (MG4T) FY23**



## LOCAL COMMUNITY SPOTLIGHT

At the local level our plant teams also support and give back to the community. For example, our **Florence, SC** team jumped, or sang, into action and supported the Florence Literacy Council's annual tutoring fundraiser. Members of the Florence team dressed up and lip-sync performed Los del Rio's "Macarena" to take home second prize. The real winner was the nonprofit's tutoring program with more than \$30,000 raised to help Florence adults become more confident in their reading, writing and life skills.

**IN FY23, THIS DEDICATED TEAM RAISED OVER \$15,000 FOR CHARITIES IN THE GREATER FLORENCE AREA.**



Our People:

## SPOTLIGHT ON RUIZ 4 KIDS®

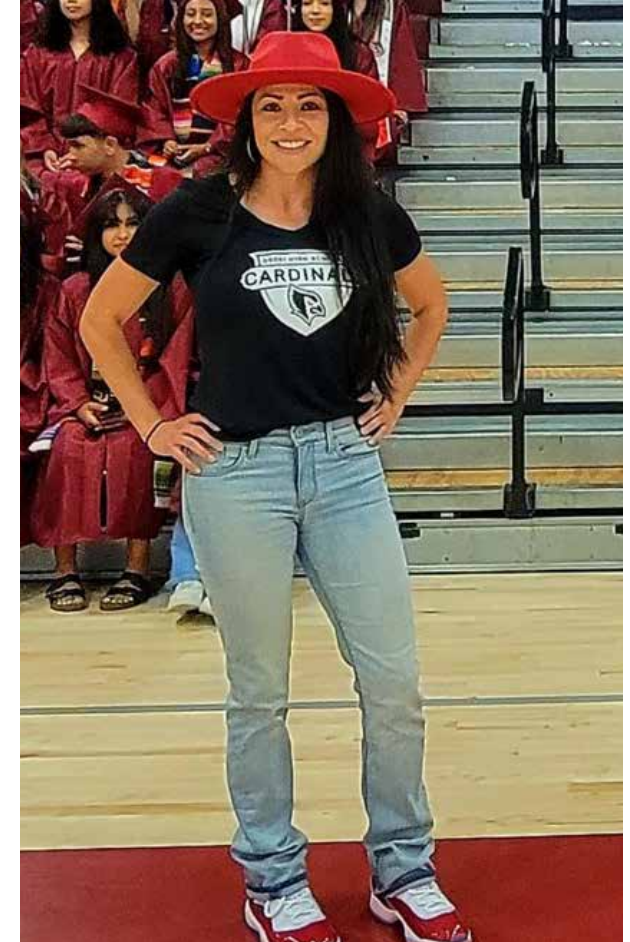
### DREAM BIG, WORK HARD, GIVE BACK

is the north star by which 2003 Ruiz 4 Kids® scholarship recipient, Marlana Celaya lives her life.

Growing up in the Dinuba (CA) Apartments with little stability, Marlana learned success in school would get her noticed, rewarded, and experiences she wouldn't otherwise have access to. A high school math whiz, student body president, and three-sport athlete, Marlana was a natural born leader. She speaks with deep gratitude about the teachers and coaches that "would speak life into me" and "saw me as more than a statistic." Her dream was big and the pursuit for a better life a driving force.

Hard work throughout school earned Marlana a full scholarship to Fresno State. Her sights were set on engineering but after an internship Marlana realized it would not fulfill her, and a path to an education career began. The grit and determination continued and Marlana completed 27 credit hours her final college semester to graduate early so she could care for her new daughter. Accepting a middle school interventionist position directly after college, Marlana's journey of giving back began.

As an interventionist Marlana worked with students who didn't promote to high school. She felt that there needed to be a mindset shift, "Give me every kid that teachers don't want, every failing kid, every kid that can't speak English."



Marlana Celaya, Principal, Orosi High School (CA)  
Ruiz 4 Kids® 2003 scholarship recipient.



## SPOTLIGHT ON RUIZ 4 KIDS®

Continued...

She started the Student Success Program and taught life skills and demonstrated that it only takes one person to believe in them.

Fast forward eight years and today Marlena is the Orosi (CA) High School principal. She has worked tirelessly to change the culture from skeptical to “there are bad choices, not bad kids” and believing in every student’s potential. Her passion and efforts to build a better school and community are paying off. In 2022, despite COVID, student English Language Arts (ELA) scores rose by an unprecedented 10 percent and in 2023 she graduated the largest number of university attendees in school history.

**“Give me every kid  
that teachers don’t  
want, every failing kid,  
every kid that can’t  
speak English.”**



Today, when Marlena looks back, “I wouldn’t be where I am without the struggles.” She broke barriers and stereotypes often held about Hispanic females. She tells young women in her community, “Let that be the fuel that lights your fire” and all students to “dream big, work hard, and give back.” Marlena Celaya is a role model, trailblazer, and changemaker. We are proud and honored she is a member of our Ruiz 4 Kids® family.

## Culture, Diversity & Inclusion

Our culture is at our core, and nowhere is this truer than the diversity and inclusion of all team members. Our culture, diversity, and inclusion (CDI) journey began in 1964 when Fred Ruiz and his dad Louis began making enchiladas in a small warehouse in Tulare, California, with two employees.

Today, Ruiz Foods is one of the largest Hispanic family-owned businesses in the United States.

The diverse representation of our team members reflects our minority, family-owned roots and strong commitment to the communities where we operate. At Ruiz Foods we start from a place of culture and provide opportunity to all our team members. Being authentic, respecting and caring for each other, is fundamental to our company.

In FY23 we founded our first Culture Advisory Task Force comprised of company leaders with diverse representation from across the company. The Council provides guidance to our team member engagement survey, discusses timely topics, and brings forward recommendations to help strengthen our culture of inclusion – where every team member has a voice, feels seen, and is valued, always. We are constantly striving to support our team members and live our company philosophy of **“I make a difference” / “Yo hago la diferencia.”**

CDI does not stop with our team members. We have committed to understanding our supplier diversity. In FY23 we partnered with a third-party to help us review and assess the diversity of our supplier network. This work is ongoing, and we anticipate it will be completed in FY24.

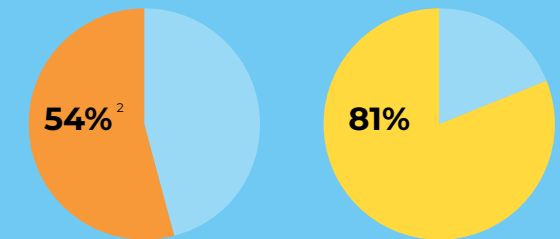
<sup>1</sup> Includes all race/ethnicities other than White.

<sup>2</sup> 2021 EEO Data. Outperforms the national workforce average. Source: U.S. Equal Employment Opportunity Commission & Department of Labor Statistics

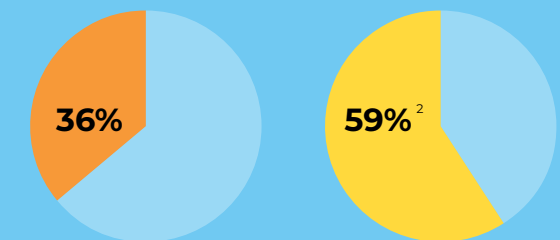
## Fostering Culture, Diversity & Inclusion



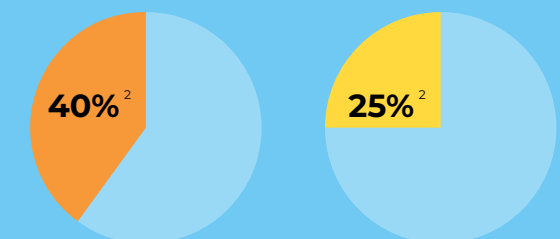
All Team Members



Management (salaried)



Senior Leaders







## OUR PRODUCTS

We have a legacy of making great food and delivering on our promise of quality and innovation in our products that we make.

## Food Safety & Quality

Our commitment to food safety and quality is not only to our Retail and Foodservice customers, but also to the millions of consumers and their families that enjoy our products every day.

Our products are manufactured, packaged, and labeled, following all applicable laws and government regulations. Annually, we conduct self-audits at our manufacturing facilities, led by our corporate and facility teams. These audits are designed to provide valuable feedback that allows for assessing current practices and directs continuous improvement toward ever-increasing high standards.

We also engage in third-party audits such as the British Retail Consortium Global Food Safety Standard (BRCGS) audit and certification, Global Food Safety Initiative, and customer audits.

In FY23, we began the integration of our newly acquired Vernon, CA facility into our food safety and quality systems. We anticipate this will be completed by the end of FY24.

In the quest for continuous improvement and industry best practices, installing state-of-the-art detection systems has been completed on multiple production lines in our Denison and Florence plants. This is scheduled for completion in FY24. We continued our collaboration with the research and development (R&D) team to implement root-cause analyses to mitigate and prevent potential food safety and quality incidents. Additionally, we support recipe and process streamlining and center-lining optimization projects across our bakeries. These initiatives will help increase quality and consistency, decreasing waste and increasing production.

### Vision

To lead with a culture of food safety and quality in our processes to achieve best-in-class performance that exceeds customer and regulatory expectations.

### Mission

To empower all Ruiz Foods' team members to drive food safety and quality principles throughout the organization.





# Consumer Solutions

Our goal is to make food with passion and offer our consumers a wide choice of authentic, delicious, Mexican-inspired cuisine. For nearly sixty years we have provided enchiladas, burritos, and taquitos inspired by Grandma Rosie's recipes.

We are proud to provide consumers affordable, accessible foods for all-day meal and snacking occasions. We know that when our consumers make meal and snack choices, they want great taste and value from brands they trust. Consistently delivering on each of these, we are proud to be America's number one Mexican frozen food company.

#1  
FROZEN  
MEXICAN  
FOOD  
COMPANY\*



## Affordable and Accessible Nutrition

Consumers tell us that as they make choices to satisfy their families' nutritional needs, they often look for protein content in the foods they purchase. With inflation, this has become increasingly difficult to achieve within their budget. We are proud of the wide variety of products we offer that provide an affordable protein option throughout the day.

**Shredded Steak, Cheese & Rice Burrito\*\***  
(\$1.19 per serving,  
12 g protein)

**Beef & Bean Burritos\*\***  
(\$0.66 per serving,  
9 g protein)

**Egg, Sausage & Cheese Burrito\*\***  
(\$1.56 per serving,  
11 g protein)

BREAKFAST

LUNCH

DINNER

SNACK

## All Day Solutions

Ruiz Foods has a long history of listening to consumers and meeting their needs by providing delicious, convenient solutions for every eating occasion – from breakfast to dinner, on-the-go lunch, and all kinds of snacking occasions. Millennials are the number one driver of growth in the frozen snack category as they juggle work, family, and active social lives. Additionally, more consumers are exploring international flavors and foods, which is fueling the demand for a variety of ethnic options.

\* Source: Circana Total US MULO Sales, Latest 52 Weeks Ending 9-10-23.  
\*\*Source: Circana Scan Data, Grocery, L26WE 09-10-23.





## OUR PLANET

Caring for the planet that we all share.

## Taking Care of Our Planet

At Ruiz Foods our commitment to caring for our planet extends across our operations – from our headquarters to our manufacturing facilities throughout the United States. We have implemented strategic initiatives that help to drive efficiencies in our business and have a positive impact on our role as a responsible corporate citizen. Our teams continue to work cross-functionally and ideate new ways to reduce product food miles traveled and related carbon emissions, energy that we use, and waste streams in our operations. We are pleased to share our FY23 progress.

## Reducing Food Miles

In FY23 we continued our work to reduce the miles our products travel through several key logistics initiatives that included moving production of our products closer to our customers to reduce cross country transfers, consolidating and maximizing customer delivery loads to reduce the number of trucks on our roads, and total network logistics optimization to reduce product miles traveled each year.

Eliminated more than  
**325,000**  
food miles traveled



## Reducing Energy

In FY23, teams across our operations continued to find new ways to reduce the energy that we use.



Reduced kilowatt total  
**235,000+ hours**



which reduced emissions  
**110 MT CO<sub>2</sub>e**



## Reducing Packaging Waste

Ruiz Foods is working to reduce packaging where possible while maintaining our unwavering commitment to food safety and quality.

In FY23 we achieved the following packaging reductions in collaboration with our customers:

- Identified a new packaging wrap for one of our bulk items products that allowed us to **eliminate more than 11 million plastic zipper units**.
- **Eliminated 493,960 vinyl nutrition inserts** included in every case of our Foodservice empanadas, and replaced them with Smart (QR) Codes printed directly on the sleeve.
- **Eliminated an additional 5.6 million pieces of paper** by expanding the replacement of printed instruction sheets inserted into our Foodservice product master cases with QR codes and instructions printed directly onto the lid.

Reduced packaging waste by  
**425,000 lbs**



## Reducing Food Waste

In FY23 we continued our focus on reducing food waste through initiatives that closely monitor and manage our production processes and expanded these best practices across our operations. Through multiple initiatives we **eliminated 944,266 pounds of food waste** that previously would have been sent to the landfill.

Eliminated nearly  
**473 tons**  
of food waste







## REPORTING PARAMETERS

Thank you for your interest in Ruiz Foods' 2023 Corporate Social Responsibility Report. All data in this report cover the company's fiscal year 2023 (FY2023), which ended September 30, 2023, unless otherwise specified. Our reporting covers all company owned facilities as of fiscal year ended 2023. Data included in the report have not been audited by a third party; however, the report does include the best information available through our existing data management systems and internal audit teams.

Additional information about our company is available on our website, [www.ruizfoods.com](http://www.ruizfoods.com).

For questions regarding this report, please contact 1-800-772-6474.