

Frozen food entrepreneur Louis Ruiz dead

by UPI

DINUBA, Calif. - Louis Flores Ruiz, who built Ruiz Foods into the largest frozen Mexican food manufacturer in the United States, has died in Dinuba, Calif. He was 88.

Ruiz's family said he died Sunday in his home, the Los Angeles Times reported Friday.

Under Ruiz's leadership, Ruiz Foods grew from a tiny homemade enchilada business founded in 1964 to the largest Latino-owned manufacturing firm in California with more than \$326 million in revenue in 2005.

The company, which manufactures about 200 products, says its El Monterey brand accounts for 30 cents of every dollar U.S. consumers spend on frozen Mexican food. He also established two charitable groups, Ruiz 4 Kids and the Louis F. Ruiz Scholarship Fund.

Ruiz is survived by his wife of 22 years, JoAnn; his son, Fred; four daughters; three brothers; a sister; and multiple grandchildren and great-grandchildren.

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