



NEWS RELEASE

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Chili Brick moves to No. 2 spot in LA area Meat Department Sales

Los Angeles, CA—Ground beef, steaks, chicken breast, lunch meat, sausage and Chili Brick.

Last fall Dolores Chili Brick was ranked No. 3 amongst these items stocked in Southern California's Food 4 Less fresh meat cases. This month, Kroger, the parent company of Food 4 Less and sister store Ralphs, announced the Chili Brick was now No. 2. Just behind front-runner Oscar Meyer, the all beef, 20-ounce Chili Brick topped the sales reports at the end of the fourth quarter for the Food 4 Less stores in the L.A. area.

"We're starting to make a hype in grocery store meat departments. When people don't see our product, they're asking for it, and when it's there, they're buying it," said David Muñoz, Dolores Canning Co. president. The Chili Brick's continued popularity at Ralphs and Food 4 Less has placed it alongside top selling national brand items providing excellent value for consumers.

The frozen, fully cooked Chili Bricks are sold for \$4.29, and one brick can serve four to six people. Chili and rice bowls, chili dogs, chili burgers, chili cheese fries or nachos or a straight cup or bowl are the most popular ways it's served.

It is raved about on blogs, recipes, and Facebook and Twitter posts. Some fans, friends and followers say the chili is the base of their homemade recipes. Countless fans from around the country get their "Chili fix" weekly by ordering Dolores Chili on-line.

Dolores Canning Co., the manufacturer of the Chili Brick, sells its product in grocery chains beyond Food 4 Less and Ralphs. Albertson's, Bristol Farms, Stater Bros. & Vons stores also carry the Chili Brick.

Foodservice distributors and club stores like Smart & Final and Restaurant Depot carry the larger size, 5-pound tray. Restaurants such as Philippe the Original, in Downtown L.A., have featured the famous chili on their menu for nearly 40 years. National distributors such as Sysco, carry the Chili Brick and distribute to restaurant chains and independent establishments.

In late 2010, Dolores introduced the chicken Chili Brick made from 100 percent chicken and the same family recipe as the beef brick. Those bricks have hit shelves at Superior and Bristol Farms' locations as of now.

Distributors carry the chili and distribute to restaurant chains and independent establishments.

Dolores Canning Co. is a family owned, third generation, minority owned business. The company has been making the famous Dolores Chili Brick since 1973 at its East Los Angeles plant. Dolores Chili can be purchased on-line at <https://dolo rescanning.com/catalog/>.

Media Contact:

Cyndi Gurrola

(626) 274-5325

Cyndi@dolo rescanning.com

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