

La Tortilla Oven Makes it to the Latin GRAMMYS

LAS VEGAS, Nev. – Nov. 6 (SEND2PRESS NEWSWIRE) – La Tortilla Oven (LaTortillaOven.com) has been invited by Distinctive Assets Entertainment Marketing to participate in the Gift Bag program for the 8th Annual Latin GRAMMY(R) Awards on November 8, 2007 at the Mandalay Bay in Las Vegas. The appreciation of Latin music and food has always been a part of La Tortilla Oven and the driving force behind its success.



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The Latin GRAMMY Awards was founded to recognize excellence and create a greater public awareness of the cultural diversity of Latin recording artists and creators, both domestically and internationally. The invitation for La Tortilla Oven to participate in the November 8th Latin GRAMMY Awards is a match well combined.

La Tortilla Oven, with the help of Distinctive Assets Entertainment Marketing, will be donating Tortilla Ovens which are insulated fabric tortilla warmers that will be included in each of the “thank you” gift baskets given to Nominees, Presenters and Performers at the event. Talent slated to perform at the event include Juan Luis Guerra, Pepe Aguilar, Camila, Conjunto Primavera, Laura Pausini, Miguel Bose, Calle 13, Intocable, La Quinta Estacion and Orishas.

Tortillas are very difficult to keep fresh and warm, especially when heated in a microwave. The unique Tortilla Oven prevents tortillas from becoming wet, soggy or sticky as they would in a traditional warmer. Tortilla Ovens are designed to keep tortillas fresh and warm for over 1 hour, making cold, hard and stale tortillas a problem of the past.

With the use of a Tortilla Oven, tortillas will stay soft and moist for a long time, even overnight. While Tortilla Ovens were originally designed for tortillas, they are extremely diverse and work just as hard to keep food products such as pancakes, pita bread, waffles, pupusas, dinner rolls, quesadillas and other bread-like products warm and fresh.

Part of the La Tortilla Oven mission every year is to promote better eating habits and to educate children, parents and families to make healthy food choices. For example, the Tortilla Oven even presents a healthy way to make enchiladas as the need to fry tortillas is eliminated when they stay fresh, warm and pliable in a Tortilla Oven.

Tortilla Ovens were created so that families can enjoy lunchtime, dinnertime or anytime without anyone having to constantly leave the table to heat or reheat the tortillas! La Tortilla Oven is grateful to Distinctive Assets for providing the opportunity to draw attention to this functional, fun and innovative product.

La Tortilla Oven, LLC, founded in 2005, is a minority certified owned company and leading provider of the insulated fabric Tortilla & Pancake warmer to Boutiques, Convenient, Souvenir and Grocery stores nationwide.

Based in South Pasadena, CA, La Tortilla Oven also provides custom corporate logo placement on the Tortilla Ovens for leading companies such as Super-A-Foods, Liborio, Rosa's Cafe, La Campanas Restaurant and Latino Print Network.

More information: www.LaTortillaOven.com.

All trademarks acknowledged.

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