



## PRESS RELEASE

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## **Goya Foods Marks 70<sup>th</sup> Anniversary with Major Gains**

- **Company To Increase Distribution & Manufacturing Capacity in 2006**
- **Establishes Foothold in Online Market with upcoming launch of Goya eStore**

**April 6, 2006** - Goya Foods, Inc., the nation's largest Hispanic-owned food company has added over 400 new products reaching a milestone of more than 1,500 high-quality offerings, further solidifying Goya's position as the authentic connection to all the tastes of Latin America.

**Mr. Joseph Pérez, Vice President of Purchasing** explains the goal is "to continue providing the high quality products our consumers expect, while expanding our portfolio to encompass the full range of Hispanic tastes and preferences." Some of the new products include healthy options to Goya's signature items such as Adobo Light with 50% less sodium and the no-salt-added Sazón Natural and Complete. In 2005, Goya added a line of low-sodium beans which includes Red Kidney Beans, Pink Beans, Classic Pinto Beans, Chick Peas and the top selling Black Beans. Goya has also increased its frozen food line with Mexican Tamales and Taquitos, as well as Caribbean, Central and South American specialties such as Peruvian aji amarillo (yellow peppers), Colombian arepas (corn patties), Argentine discos (tortillas), and the recently-introduced frozen pupusas (cheese-filled flour patties) from El Salvador.

In addition to new product development, the company is undergoing the most extensive facilities expansion in its history. "The rapid growth of the Hispanic market and those consumers who enjoy Hispanic cuisine, demands a high-level commitment to product quality and access. Goya's investment in its operations insures that we will be well-positioned to grow with our

market and lead in its development.” states Mr. Peter Unanue, Vice President of Distribution & Logistics.

Goya Foods will realize these substantial gains through the creation of new, state-of-the-art manufacturing and distribution centers as well as the strategic expansion of its current facilities. In 2006, the company will be accomplishing this in areas which it has identified as key to long-term market gains, most notably in Los Angeles, CA (City of Industry); Houston, Texas; Bayamon, Puerto Rico; Chicago, IL; and Prince George County, a suburb of Richmond, VA. These plans also include the Dominican Republic and Spain “As we look to the future, we celebrate the hard work and commitment of all of our employees whose labors have played a significant role in making this year a year of opportunity and expansion,” stated Frank Unanue, President of Goya Florida. “We are proud that our comprehensive efforts to reach new consumers have spurred our growth and resulted in the creation of new jobs.”

These efforts are further complemented by the Goya eStore, scheduled to launch in the first quarter of 2006. The eStore will make specific Caribbean, Mexican, and South and Central American products including rice, beans, olives, and a variety of condiments available to consumers within mainland United States. “The new Goya eStore responds to the ever-growing needs of our consumers.” states Mr. Conrad Colon, Vice President of Sales and Marketing. “The Goya eStore will initially make over 400 products available to our increasingly diverse consumer base and we plan to offer the full line of products in the near future.”

Robert I. Unanue, President of the Secaucus, New Jersey-based Goya Foods states “as we enter into our 70<sup>th</sup> year, Goya Foods is committed to solidifying its position as *the* brand of choice for authentic Latino cuisine. Moreover, we expect to do so in a manner consistent with the high-level of quality our customers and consumers have come to enjoy and expect.”

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**ABOUT GOYA:** Founded in 1936, Goya Foods, Inc. is America’s largest Hispanic-owned food company. Goya manufactures packages and distributes more than 1,500 high-quality food products, including: canned and dry-packaged beans, rice and rice mixes; nectars; seasonings; and authentic Latin specialties. Goya products have their roots in the culinary traditions of Hispanic communities around the world; their combination of authentic ingredients, robust seasonings and convenient preparation make them ideal for every taste and every table. For more information on Goya Foods, please visit [www.goya.com](http://www.goya.com)