

Rubio's Transitions to Zero Trans Fat Canola Oil

2007-07-09

Rubio's Fresh Mexican Grill(R) (NASDAQ:RUBO) announced today it will complete its conversion to using zero trans fat canola oil for cooking all menu products by mid-August in its more than 160 locations.

Rubio's spent the past year testing numerous zero trans fat oils. Zero trans fat canola oil was chosen because it enhanced the flavor and quality of Rubio's menu items cooked with it, most notably, their signature Fish Taco.

"Our goal in transitioning to zero trans fat oil was to continue delivering unsurpassed flavor and quality in all the foods we serve," said Larry Rusinko, vice president of marketing, Rubio's Fresh Mexican Grill. "We look at this milestone as an improvement to our menu and a way to enhance our guests' experience by incorporating a more healthful cooking ingredient," he said.

The regional chain is the latest of several that have either switched to zero trans fat oils or are in the process of doing so. Scientists have blamed trans fats for clogging arteries and contributing to heart disease.

Rubio's website <http://rubios.com/> provides nutritional and allergen information as well as a user-friendly nutritional calculator for checking nutritional specifications of menu items.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article28287.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html