

'Healthier' tacos shells

Old El Paso taco shells now contain sunflower oil, making them a 'healthier' option. They will also have lower salt and cholesterol, with no compromise to taste.



“Addressing international health trends and consumer demand for healthier alternatives, evident in the successful launch of our wholegrain tortillas, the company has reformulated the taco shells and kits,” says Leigh Mervitz, brand manager at Old El Paso South Africa. “Health conscious families can now enjoy the great taste of Old El Paso more often.”

The products will be on supermarkets shelves as of December 2009, with updated packaging with an emblem on the front that says “Now Made With Sunflower Oil” and “Low Salt, Low Cholesterol, Same Great Taste”.

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