



## INSPIRING NEW FILM "FLAMIN' HOT"

by Sam Rodriguez, Executive Producer and  
President NHCLC

A true rags-to-riches story about immigrant dreams, Flamin' Hot may be the first major motion picture about a Hispanic person with a Hispanic producer, writer, director, and leading man and woman. It is also the first-ever faith-family streaming project to debut on both Hulu and Disney +

SACRAMENTO, Calif. — Samuel Rodriguez, the president of the world's largest Hispanic Christian organization, bestselling author, Presidential advisor, political activist and movie producer who brought us the Dove Award-winning movie, 'The Breakthrough,' is launching his latest major motion picture, "Flamin' Hot," on June 9.

"Flamin' Hot," released by Fox Searchlight Pictures, is named after the Frito-Lay snack that became a food phenomenon. It recounts the incredible story of Montañez, the son of Mexican immigrants who grew up as a farm worker in Southern California. A school dropout who struggled with reading and writing, Montañez was a janitor at a Frito-Lay factory in Rancho Cucamonga, California, when he thought about adding chili spice to the original Cheeto chip. His initiative turned into a multibillion-dollar idea and transformed him into an executive at a multinational corporation.

"Flamin' Hot" boasts a number of industry firsts:

- It is the first movie about a Hispanic person with a Hispanic producer, writer, director, leading man and leading woman.
- It is the first faith-family movie streaming on both Disney + and Hulu simultaneously.

Rodriguez said: "At a time when there is so much talk about immigration, it has never been more important to tell the true stories of immigrants who represent the blessing Latinos are to America. Richard Montañez is one of these people. His story captures the reality of millions of God-fearing and country-loving Hispanic Americans who want the best for their families,"

Montañez welcomed Rodriguez's participation in the film, crediting him with playing a role in the decision to make the movie, saying:

"Having Pastor Sam as an executive producer is one of the main reasons we decided on moving forward with the movie. His strategic involvement helps lead a few of our main personal focuses.

"Sam's influence within the faith community and Hollywood is a benefit for any movie. His constant message of national unity is inspiring, and together we believe the movie will portray Latinos in a positive light and bring unity to our country in the process."

For more information on the movie along with trailers and images, visit <https://press.searchlightpictures.com/flamin-hot/>

For media inquiries for Samuel Rodriguez, please write to [shanica.johnson@jdaworldwide.com](mailto:shanica.johnson@jdaworldwide.com)

Rev. Dr. Samuel Rodriguez is the President of the National Hispanic Christian Leadership Conference (NHCLC). CNN and Fox News have named him "the leader of the Hispanic Evangelical movement" and TIME magazine nominated him as one of the 100 Most Influential People in the World.

He is the executive producer of major motion pictures "Flamin' Hot," "My Brothers' Crossing," "Breakthrough," and "A Walking Miracle" He is a bestselling author whose latest book is "Your Mess, God's Miracle: The Process Is Temporary, the Promise Is Permanent (Chosen Books).

[TAP HERE](#) to watch the trailer.