# Audio file

[Siete Family Foods Miguel and Veronica Garza.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:00:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hey, it's guy here. You know, a lot of people have been asking if we're going to be holding how I built this summit this year and today I am very excited to tell you that the answer to that question is yes, and it's going to be super easy to attend this time because this year it's completely virtual from May 24th to the 27th.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:00:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We'll be bringing you 4 days of inspiration conversations with iconic entrepreneurs and change makers, plus immersive networking sessions designed to help you build and grow your community of support. And of course, your business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:00:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You can learn more about the summit and get tickets at summit.npr.org and I cannot wait to see you there. Thank you to GoDaddy. The presenting sponsor of this year's summit and to our supporting sponsor, Dell Technologies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:00:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The conversation usually centered on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:00:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Me saying that I thought that tortillas could be successful and her not being able to make the leap because of health insurance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:01:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, that's exactly how it went. And it was really my brother telling me that if you don't take this risk, you're going to be really upset with yourself if somebody else does it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:01:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I think this is what got her over the edge. I told her that she was going to be more upset, like having to buy an almond Gothia from somebody else knowing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:01:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That it could have been her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:01:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[From NPR, it's how I built this. The show, event innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:01:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I'm Guy Raz, and on the show today, how the Garza family opened a CrossFit gym in Laredo, TX, pivoted into selling kaleo friendly tortillas and built siente foods into one of the fastest growing Mexican American food brands in the country.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:02:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The first business idea you will ever have is unlikely to be the one that works. I mean, how many times have you heard entrepreneurs on this show talk about ideas they considered before they landed on the one that actually took off, and how many businesses start out as one thing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:02:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And then turn into something slightly related, but bigger and smarter. Starbucks began as a shop that only sold coffee beans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:02:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The e-commerce platform Shopify grew out of an online store that sold snowboards. Stacy's Pita Chips was originally an outdoor sandwich cart, and today's story, the Mexican American food brand Siete Foods, can trace its origin to an earlier and totally unrelated business idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:02:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A CrossFit gym in Laredo, TX, the Garza family, all seven of them, pitched in to launch the gym, and as they got more into CrossFit, they also got more into the Paleo diet than many crossfitters swear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:03:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[No grains, no legumes, no dairy, no refined sugar. Now it also happened that one of the Garza siblings, Veronica, had developed an autoimmune condition. And when she ate grains, her symptoms got worse. So together, the Garza family decided to basically go Paleo, in fact.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:03:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Their family motto is Hunter's S Mahor together is better.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:03:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Now this is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:03:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[No small feat for a fourth generation Mexican American family that loves food.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:03:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Especially Mexican food, because the building blocks of Mexican food include corn, wheat, beans and rice. And if you're paleo, you can't eat any of it. But instead of turning Taco night into lettuce wrapped night, Veronica Garza started experimenting with grain free flowers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:04:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[With the hope of making authentic Mexican style.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:04:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Tortillas and eventually she started selling her tortillas at the family CrossFit Gym, Laredo, TX. After all is a border town and it turns out paleo eating. Crossfitters really missed Mexican food.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:04:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But how that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:04:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[CrossFit gym became siente foods, now the largest paleo friendly Mexican food.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:04:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And in the US, that is our story today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:04:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Miguel Garza and his sister Veronica, who originally founded the company, grew up in a family of five kids, all of whom worked together at Siete Foods. Today, Miguel is the youngest, his family, by the way, calls him Mike and Veronica, who's known in the family as Beto is in the middle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:04:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They grew up surrounded by a hybrid of Tex Mex culture in Laredo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:05:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I think it very much felt like one big community, a lot of people had family, you know, living on one side but spending a lot of time together because it was. It's so easy to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:05:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Just cross back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:05:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[4th and we were probably in the minority and not speaking fluent Spanish. I know I always felt a little embarrassed that I didn't, you know, I wasn't as fluent as I should be because most everybody that I was friends with did speak Spanish, even if they were, you know, 3rd or 4th generation Americans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:05:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But we we definitely do have deals and Dias and my Theo and my Thea, they are not my aunt and uncle like I just wouldn't. I wouldn't know him as that, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:05:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But I think what was very fun about our house was it wasn't just all of the siblings, but all of the siblings had friends, or we had cousins. And so I. So I'm the youngest. My oldest sister is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I think about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[12 years older than me. Hopefully I don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Know maybe less.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I'm 10-9 or ten. Yeah, because if I get that wrong and she hears it, I'm going to hear about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It after but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[She's not that old.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, so but everybody invited friends and there was always this like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[There are just always.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[People in and out of the house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Did did you growing up? Did you grow up?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[With a strong.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Sense of identity that you was Mexican culture and Mexican heritage, really an important part of, you know, family traditions and gatherings and get togethers. Just the contours of of your lives.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I think it was an important part, you know, but I didn't really realize it at the time. Part of that was because I grew up in a town.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:06:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That was, you know, 98% like me. I didn't really realize that it was Mexican culture. It was just our culture. And it actually took me leaving Laredo to realize how much my life had been influenced by Mexican culture.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:07:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I was no longer around so many people that looked like me and were part of that same culture.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:07:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. Tell me about when you were growing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:07:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Food. So we always had a ton of food in our house. I remember my mom cooking, like very simple food, but it was a combination of Mexican food, lots of tacos and tortillas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:07:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Up what was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:07:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[What? What? What kind of food did you guys eat?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:07:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But you know, we would also have a lot of like spaghetti nights and pizza nights.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:07:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yep, I remember a lot of picadillo, which again simple, just like ground beef, chopped onion, some potato.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:07:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So I think I went through a phase where I was the biggest brat and I just wanted like, McDonald's every night. I I do remember that and the family doesn't let me live it down. They're like, Oh my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Gosh, you used.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To beg and cry for McDonald's every night. You were so annoying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This is, yeah, he's not joking. Would actually cry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But we ate a lot at home.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So my mom, she was cooking for seven people every day. It was 7:00, and we're eating dinner. And my mom made something, and we were sitting around the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Table and and rock I guess from what I've read you started to have some some struggles.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Around time you go to high school with your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Health. Is that right? So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I would say I was very healthy throughout my childhood.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And when I was 17 years old, a senior in high school, that's when I first got sick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[What? What happened?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:08:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So I was in cheerleading and I was very active and I started noticing that I just had bruises all over my body and I kind of just told myself, oh, you know, must have gotten hit doing a stunt or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:09:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Somewhere, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:09:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Tumbling, but it just kept happening and the bruises were just black and huge. So I finally went and got it checked and it turned out that my platelet counts were just extremely low and they couldn't figure out why. So the diagnosis was an autoimmune condition called ITP.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:09:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And and and it just happened, it just came.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:09:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I mean, your entire life, you would never experience anything like this in that 17, bam. All of a sudden, these symptoms start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:09:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To show up. Yeah. So it really changed my lifestyle. So at the time, you know, doctors were kind of like, well, you know, you probably shouldn't be doing the type of exercise you were doing before, like, no tumbling. No, this know that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:09:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And you know, I was put on medication, a lot of steroids and start gaining a lot of weight and it it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:10:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Tough. And then eventually they diagnosed lupus and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:10:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Something called Hashimoto's and essentially these are autoimmune conditions.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:10:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. And over the years, there have been additional diagnosis. So I think Lupus was in 2004 maybe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:10:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And from what I understand, Lupus is basically it's like when your immune system becomes overreactive and then it kind of attacks the tissue in your body, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:10:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Right. And they don't know what causes it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:10:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So it's very hard to treat because you don't know what the underlying cause is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:10:38](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:10:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So you're kind of dealing with these these health challenges and but you still went off to college, you and and you graduated from University of Texas in Austin. And I think in in 2003. And what did you do after college?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:10:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So from 2003 to 2007, maybe I was lost. I had gotten my degree and when I was living in Austin, I had gotten really into music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:11:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Nick and I started looking into how I might have a career on the business side of the music industry, and I found this program in Austin. The focus was, you know, in all of the different entertainment industries like music, film and television. So I just wanted to work in the music industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:11:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And thought well, let me get this MBA, because then maybe somebody will.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:11:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hire me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:11:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But I never got a job in the music industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:11:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Said there was an adjunct role for an instructor at the university in my hometown.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:11:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So I started as an adjunct faculty and ended up doing that for six years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:11:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[What were you teaching?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:11:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So the course was called University Seminar and the easiest way for me to explain it is that it's like a intro to college class for freshman students. So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They're really learning all about time management and study skills, and I felt terrible because I am probably the worst person to learn any of those things from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[All right, so you're doing that. You're back in Laredo. Tell me about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Because this is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Important part of the story because there is a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Another bro.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Sure. And what's his name by the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Roberto moment. But we usually call him Rob.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So better.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And am I right that Rob is like was like a cross, maybe still is, but at the time was getting into CrossFit?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So I think in about 2008, he discovered CrossFit. And I I think through that he had learned about, you know, this different way of eating.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:12:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Because a lot of Crossfitters are eat like a paleo diet like no grains, no legumes, no dairy, no sugar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:13:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[No refined oils like I I did it for a while. I think people listening this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:13:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:13:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Have heard me say this. I'm sorry. Yeah, but I've done it before. It's and. And did he kind of adopt that diet?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:13:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:13:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You know, I don't think he fully had at that time. I think initially when he had read about it, he had seen people talking about how it had helped them deal with different autoimmune issues. So he suggested that I try it and probably around the same time, my brother.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:13:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Mike.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:13:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And Becky had also gotten into CrossFit at the time, and they had also started sort of dabbling in eating this way. It was almost like we all just sort of decided we should just all, like, go all in and do this together. So, yeah, I think it was kind of a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:13:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A group.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:13:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Decision, right? What? Like? Where were you guys getting like almond flour? And I don't know cassava. Whatever you were using to or were you just not doing that stuff? You were just like eating vegetables and meat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:14:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, no, I remember having to go online and order almond flour. I think I went to likenuts.com or something like that and bought a bunch of almond.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:14:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:14:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Flower and I do remember. Even my parents got in on this and my dad would just eat whatever my mom would put in front of him as long as it tasted good. But my mom really got into the kitchen and started, you know, working on different recipes just, you know, so that we could continue to sit together around the dinner table and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:14:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Sure. Right, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:14:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Have a meal as a family. So my mom got very creative in the kitchen and she and I were often in there and also with my sister and we would try to recreate a lot of the meals that, you know, we would normally have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:14:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So whether that was?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:14:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Like Mike, do you remember eating like mitsos? We would do that often.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:14:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, yeah, there was. I remember my mom and Vettel and my sister Becky making all sorts of paleo recreations or grain free recreations of different foods that we missed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:15:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So we would try to make bread and pizza and whatever we could so that we could follow a grain free diet, but still enjoy, you know, a lot of the foods that we loved.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:15:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So here here's kind of a curious part of the story which is around this time. Right you decide to adopt this. The whole family decides to adopt this diet to see, right, if this would help your condition. And. And by the way, did it, I mean, did you start to see effects pretty quickly on how you felt?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:15:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:15:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So I actually have a memory of being in the backyard working out with my family. We were doing squats and I distinctly remember not feeling pain in my knees and they used to be like very squeaky like I could actually hear the squeak in my knees and it wasn't there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:16:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Anymore. And that was probably like several months, maybe three or four months into eating Paleo. And I looked over at my mom and I was like, my knees don't hurt. This is crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:16:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So I knew it was helping.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:16:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I'm still. I'm still hung up on the idea that the whole family was doing squats.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:16:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You guys must be you guys are like a like an Instagram family. Like the whole family, like all 7 of you, like doing CrossFit in the backyard and like, doing this together. Like, that's pretty.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:16:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Cool. Well, let me paint a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:16:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Picture for you though of kind of how that started. My mom and I would watch my brother and his friends and my sister do CrossFit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:16:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[In the backyard and they invited us to join them and I was terrified of working out in front of people. To me, that was scary. I don't want anybody to see me exercising. What if I do it wrong?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:16:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So she and I started doing sort of our version of CrossFit workouts inside the house while everybody else was doing CrossFit in the backyard. And I remember Mike coming inside the house and trying to help my mom do a squat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:17:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Without falling, and that probably happened a couple of times and very quickly my mom got really good at CrossFit and then we got comfortable enough to join them in the backyard. But now my mom is a beast and she can do more pull-ups than me, so it's kind of embarrassing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:17:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So all right, so you guys are doing CrossFit in the backyard? You're eating basically a paleo diet and. And I guess, Miguel, around this time you you had plans to go to law school. And then in the middle of all of this, you guys actually opened up a CrossFit gym in Laredo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:17:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[How did that happen?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:17:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[There really wasn't an intent at first, but we were all working out together a lot and so we had like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:18:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A couple of my friends, two or three of my sisters. My mom. We had a couple of neighbors and then our neighbors friend. So there were 20 people in the backyard, and I actually had a fight. You know, my dad was an attorney, and we had this argument where I told him, hey, I'm like, I don't want to go to law school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:18:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I really like this like gym business type stuff. I'm going to do that instead and he looked at me and he was like, no, you're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:18:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:18:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You you wanted to open up the CrossFit gym?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:18:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I wanted to stay in town. There was all this momentum and everybody like the whole families together, everybody's having fun. And the gym was born at that point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:18:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But because you did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:18:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Actually wind up going off to law school in Austin. And so who was the driving?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:18:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Course behind opening the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:18:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Gym. So my sister and I were the two that were in town that were sort of managing the opening of the gym.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But I'm assuming.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It's not like rent is not that crazy high in Laredo, right? You can probably get a reasonable deal for a space.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I think so. I don't think it was like ridiculous. But I do remember feeling a little bit of anxiety because both of my sisters were texting me saying, hey, we're we found a space and we're about to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Actually make this a gym.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And they just did it. G7 Athletics was born.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I sometimes do just do things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Without thinking about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And and I mean, but so you you found a space to open up a gym. And I mean, I don't know that much about CrossFit, but I'm imagining you have to become a certified trainer to train. So who was the trainer?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Who?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Were you guys the trainers?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:19:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, it started with my sister and I and I think we even hired some of my brothers friends who had been doing CrossFit with him in the backyard, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Four of us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Who would coach classes in the evenings after we all got out of our full time jobs and then on the weekends as well?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I mean, the gym just started growing at that point. Everybody was actually like mom and Dad were there every evening. And then I think my older brother he.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We saw that there was some fun happening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And he eventually moved from Sugarland to Laredo because we needed somebody to manage the gym full time. So yeah, we jumped through the hoops, became a business, had a gym, and we're coaching people in the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Evenings and you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Were living in Austin and going to law school and what kind of helping them manage it from?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Boston.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Ish. I was doing the programming, but I was also coaching classes here in Austin at a gym called CrossFit Austin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:20:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I'm looking at a family photo of the 70 of you guys. Your dad. How old is your dad?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:21:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[By the way, what is he currently 6066 going to turn 67?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:21:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, that is like like Lou.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:21:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Ferrigno, man, he is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:21:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[All right, so so you've got this CrossFit gym going. And how was that as a business? Was that were you guys making money?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:21:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It's freaking hard, right? This it was the topic of conversation at our dinner table.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:21:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[For about 5 straight years. OK, it's a business. How do we grow it? What do we do? Are we missing anything? Maybe we need to go get another certification. Maybe we have to offer another class because it was really like the model is service based, right? It's like personal training, but in a group.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:21:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Setting and that kind of business is hard. Service based businesses are hard. So I remember just feeling constantly defeated, but also very excited about the community that we were building at the gym.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:22:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, because it is a community. I mean, CrossFit is. I mean, some people call it cult, but it is. I mean, in a good way, right. But it is a community. And I wonder, was the investment significant? Did you guys have to put in a lot of money? I mean, yes, you signed the lease and you had to have a space and presumably have to buy some equipment, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:22:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So did you have to put in considerable money into this venture?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:22:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yes, luckily my parents were giving enough and they had a little bit of savings for the gym, and so they bought the equipment and for them it was like OK, now we have a gym that we come to and then after that, after the equipment expense, it was. I think that's when we really learned.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:22:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A business has to make money in order.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:22:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To be sustainable, what was it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:22:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[What was the? I mean, what was so hard about the money side? I mean, they're charging people. What, 20 bucks a class or 30 bucks a class or a monthly fee or something like that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:22:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. At that point in time, it's like a monthly fee. It's probably anywhere from 75 bucks to 115 bucks a month, if my memory serves me right and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:23:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You can only have so many people in this space, right? So at some point you outgrow the space and then you have overhead, and then you you're paying coaches and then at some point you're trying to pay yourself. And I'm speaking again, mostly from afar because my brother.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:23:09](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Sorry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:23:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Started to manage it full time but it is a tough business. That's my own my own experience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:23:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I honestly don't think we ever really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:23:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Saw it as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:23:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A money making business. It was more just. My parents made this investment because it allowed us, even though we were all living in separate houses, working different jobs. We could all get together every evening and exercise as a family and then with our extended gym family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:23:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I think we we were always talking about potentially closing the gym because it wasn't bringing in money, but it was, it was OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:24:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Was kind of the decision we always came to. As long as, you know Rob could support himself, you know, pay himself a salary as the general manager, you know, as long as we weren't losing money, we felt like it was OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:24:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I think that's an important distinction. Everybody was working on it, but like Vettel, still had a full time job at the university and my sister Becky still had a full time job at the university, as did my my mom, my other sister and my dad. So this was really about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:24:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[My mom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:24:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:24:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:24:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The gym became this after work place to exercise, hang out and be with family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:24:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Meantime, Veronica, I guess around you're in Laredo. You're experimenting with different recipes and I guess I mean, given that you guys have a, you know, Mexican heritage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:25:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And you did eat Mexican food growing up? I mean, there was a challenge with Mexican food because it's not grain free friendly. Like it's like corn and flour. And it's not, you know, and rice. And it's not Paleo from there's beans. I mean it's I'm assuming that, you know, this would have posed a problem when.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:25:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You know when you guys wanted to have like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:25:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A Mexican dinner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:25:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, there were a lot of times, so my family and I love to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:25:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You know, we would get together after we did our workout and just have a meal together. And then on the weekends we would love to get together in the backyard and you know, somebody would grill and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:25:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You know, we'd enjoy this carne asada with tortillas, and we couldn't really do that anymore. And then we would just take like a piece of lettuce and put it in there and call it a Taco. But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:25:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I've done that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It's not the same, let's be honest. Let us rate they're not the same.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It wasn't fun. No, it was not. That was OK when I did it with my family. Not fun, but at least everybody else was eating. You know, lettuce wrapped buckle. But then I would go to like governor. Saw those with my friends and it was really awkward showing up with, like, a bag of lettuce.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So that you could have your thought.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Ohh well everybody else. Yeah, it was embarrassing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You would do that you owe you. So you choke like a bag of of lettuce.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, and yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[There was definitely this sense like, especially being in Lara.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Show like we were missing out on part of the culture there. Every household has dorias every meal has dorotheae sometimes even if you're not eating like Mexican food, you still have your tortillas on the table as your bread. So it was. It was really tough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:38](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Did you guys grow up with tortillas at home?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:26:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I found I mean cause every day, every day. Oh, you always and and flour or corn tortillas or?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:27:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So growing up in Laredo, I, at least in our household, it was more flower. I grew up mostly eating flour tortillas because that's what our grandmother would make us. So when I would go to Baytown and visit her, we would always show up to a fresh pile of dorotheae's and a pot of beans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:27:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That she had freshly made, you know, and got a chance to make them with her sometimes I think probably every single one of her grandkids had an opportunity to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:27:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To that, so she would make the they're called this fallas the dough balls and then, you know, we would help her roll them out with some flour on the table.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:27:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And these things are like pillows of deliciousness that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:27:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yes, she cooked him on a cast iron path.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:27:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, and all you need is like, you don't need to add anything to them, but you may add a little bit of butter or you add some beans or you add. I mean, they're just like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:27:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, they were often a snack at grandma's house. You would just walk into the kitchen, get some butter and roller a tortilla, and walk around with it as a snack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:28:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So yeah, they were a big.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:28:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Part of our life and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:28:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It was kind of sad being without them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:28:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So it sounds like you started to think about ways you could make a version of them that that you could eat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:28:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So I had already started experimenting with almond flour to make breads and pizza crust, and I don't know. I had just had this idea that maybe it could somehow work in a tortilla.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:28:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And just started experimenting with it. I didn't really tell anybody that I was, you know, working on this. But as soon as I had something that resembled the tortilla and tasted decent, I sort of put it on the table and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:28:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Just one day at dinner, let people grab from the pile. Didn't really say much. I was like I made those, but I'm not gonna tell you what's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:28:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Them and watched their reactions and when everybody wanted to know more and continued eating them after their first bite, I realized that, OK, that's a good start. But at the time, they were probably a little more like a Posada.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:29:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They weren't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:29:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, they're crispy. Yeah, they weren't. They weren't like chewy with they had that, like, chewiness, cause it was basically what, like, almond flour and water and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:29:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:29:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Salt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:29:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[My initial recipe was yeah, very close to that, but I did a lot of Internet searches of just like grain free flowers and ingredients that were fairly easy to find, not in a grocery store, but I could go online and order some almond flour or tapioca flour and, you know, see what worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:29:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:29:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And thought maybe there's something here that I could call with tortilla and continue to eat my fajitas. Maybe even share them with some friends, you know, show up to that with them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:29:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And not feel embarrassed about like if somebody else tried them, I wouldn't be, you know, nervous about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:30:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Or do you always like? Were you always into baking?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:30:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I'm actually a horrible Baker. Horrible. I may accidentally made a lot of good things, but I am really bad at measuring and weighing things. And my mom had to stand over me and watch me make them so she could write down exactly the measurement so that I could do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:30:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Over and over again. Otherwise it would have been a different product every single time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:30:29](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:30:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I was just going to say that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:30:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[There's like, creative genius where people are like, I don't know how it works, but like I do it and it works. Yeah. And if you were to see my sister in the kitchen the entire time, she would be telling you don't watch me. I don't know what I'm doing. I don't know what I'm measuring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:30:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And then at the end, you're like, holy crap, this tastes good. What do you mean you don't know what you're doing when I don't know what I'm doing, it doesn't taste like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This at what point did you like in you're experimenting with tortillas. Did you come up with something? Where you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This is actually pretty close to the thing that my grandma used to make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Oh, I I am a little bit of a perfectionist, so I think even to this day I'm still trying to get it to be like my grandma's Dorothea, but it was very telling. There was a point, probably, maybe a year and a half.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[After I started making this tortilla maybe two years, my mom didn't tell me this, but she took up a sample to my grandmother in Baytown and let my grandma try. The thought of Theas and recorded her trying them and then commenting on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[What? She thought.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And there's still a video that my mom has of my grandma saying middle middle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[There.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[These tortillas are good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The tortillas are good, they're better than mine. They're delicious. Wow, I like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:31:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They're better than mine. And then the very grand at least, is very much my grandma, she said. They're too expensive for my belly, but they're very good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:32:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[When we come back in just a moment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:32:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Savarona's Tortilla recipe eventually moved out of their moms kitchen and onto grocery store shelves in Austin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:32:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And also some advice from Miguel on what not to do. If you're looking to sell your tortillas at Whole Foods, stay with us. I'm Guy Raz and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:32:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

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[00:33:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

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[00:33:26 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

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[00:33:43 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

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[00:33:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hey, welcome back to how I built this from NPR. I'm Guy Raz. So it's around 2012. And after a bunch of trial and error experiments with different ingredients, Veronica's feeling confident enough about her recipe for grain free tortillas that she's starting to sell them to a few friends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:34:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I was making them and people in Laredo who were, you know, members of our CrossFit gym and friends. They were asking me to make them for them. So I had sort of started selling them as a side hustle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:34:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Like a dozen of them in a package or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:34:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Exactly. Yeah. And we'd love to, you know, gather with our extended gym family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:34:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And have these.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:34:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Saw those together and I actually never told anybody what the ingredients were and people trusted.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:34:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Buying these tortillas and eating them, even though they all they knew was that there's almond flour in them, but they need no other ingredients because I was so scared that somebody was going to copy me. But yeah, they started asking for them, and then it became this thing where every weekend my mom and I, we'd get together and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:34:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Make just this huge batch and sell them to people at the gym throughout the week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:35:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And how much are you selling it for?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:35:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I think at that time it was like a dollar tortilla, so it was $12.00 for a dozen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:35:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Was there any part of you that was thinking this could be really big or or were you really focused on just?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:35:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Kind of making it for people who were asking for it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:35:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I don't know if I was thinking it could be really big, but I think I thought it was a possibility that maybe I could start making these tortillas and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:35:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Perhaps get them into like some local stores? Also, I didn't love the job that I had at the time and I really wanted a way out of it. And if I could sell enough tortillas just to allow me to do that, like make up for the salary that I'd be losing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:35:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Which wasn't much, by the way, so it wouldn't have been that hard. That was enough for me. But I wasn't thinking it would be what it is today. That was just not even imaginable to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I'm curious where I mean, given that, you know, Mexican culture is such a huge part of Laredo culture where people are like tortillas are not made of flour or corn. Like what? Like, what do you what is this like, this is weird. Were you getting any of that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I got a lot of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Comment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I was very nervous. Anytime, you know, somebody tried them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Because I knew that they they understood what the real thing was supposed to taste like. But I think they usually set that skepticism aside after they would try it. And it just tastes so good because, I mean, almonds are just so sort of buttery because they have, you know, a lot of oil in them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And for a lot of these.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[People, they weren't even following the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Paleo diet like we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:36:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They were still eating flour and corn and all of the things, and they still wanted to buy the product, so it was really interesting to see that and then they would tell me how they would keep them in their fridge and try to hide them from their husband or their kids because these were like their tortillas. They didn't want to share. It was pretty funny to see that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Happening like just people getting so excited about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It and and were you and your mom just making them at home for people who are buying them in Laredo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yes. So we didn't have a business we probably weren't supposed to be doing this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[No, no, no, no judgment. I'm just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Trying to figure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Out how you how did you cook so many tortillas? Cause and say you rolled them out yourselves, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Like you'd have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A lot of cast iron pans in your kitchen at home to make this work. Even even if you were only selling it to like 20 or 30 people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, we were able to purchase some griddles that you sort of place over 2 burners at a time and I think my mom had a kitchen with four burners, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Oh, right. OK, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We had the whole.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:37:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Stove top set up sort of like a flat top where we could flip tortillas. Maybe put. I don't know, 6:00 to 8:00 at a time. So I think we would maybe do like 50 packs of tortillas in a weekend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:09](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That's still like super time consuming, like thinking one side. It's like a minute.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A minute and a half. Then flip it over and you might be on a hot spot on the griddle and you got to move it to another spot and and then you get some burn spots and that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:20](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[One's not good. Like that's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A lot of work, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And we would recruit whoever was willing to help that weekend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So it was at my mom's house. So sometimes, you know, my dad would have to help with, like, packaging. And my younger sister would help make the Dorothea's when she could. So it was. That was a family affair in itself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Meantime, I'm trying to figure this out because I imagine this is this is how it went. Miguel is in law school. He's like thinking about. Alright, what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Am I going?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To do he's got these ideas in his head.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:38:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And you start scheming in your head, thinking. Wait a minute. Maybe Veronica's onto something. Maybe this is a business is that is. Was it that linear, or did it? Did you kind of stumble on on that thought over?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:39:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Time almost. I think my sister would tell you I snuck into the business at some point in time. I I think I pulled the baby of the family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:39:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But no, I I had a I had graduated from law school in 2012. I'm I'm here in Austin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:39:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And then I saw like, if you walk into cafes in this city or you walk into Whole Foods and you're just seeing these people that are building businesses from behind a MacBook, and I that fascinated me so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:39:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I actually started to sell my sister's tortillas to the gym that I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:39:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A coach at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:39:45](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:39:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It was around that time where I started having conversations with Vettel and the conversation usually centered on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:39:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Her saying that she wanted to do something new me, saying that I thought that tortillas could be successful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:40:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Getting stuck at this point of her not being able to make the leap because I mean really because of health insurance, I think that was like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:40:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Big thing? Well, yeah, I mean, cause you have you had health insurance through the university where you were teaching, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:40:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Right. And they would just have to approve my health insurance, it being like a group planned. They were not looking at the fact that I had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:40:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[All of these pre-existing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:40:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Conditions and every time I thought about leaving, my parents would feel like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:40:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Ah, but your health insurance, this is really important. So I think Health played a big part in me never doing it. And then also a lot of fear because initially it would have been something that maybe I would have done alone. Yeah. So I I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:40:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Kept staying and and Miguel, you were what you were saying to your sister. Hey.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:40:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We should start a business around this. Is that was it that explicit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:40:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, kind of. And I think at the time, I actually didn't envision myself being a part of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I just knew that she really didn't like her job and what I was realizing was man lifes too short to not chase what you really want to do or to stay somewhere that you're not happy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And so it wasn't selfishly motivated at that time. Maybe it was later when I asked to join the company, because I needed a job. But at that point in time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I was. I was mainly telling her, like, look, I and I think this is what got.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Her over the edge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I told her that she would if she didn't start this business or didn't, at least.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Attempt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That she was going to be more upset seeing another person put this product to market and having to buy that product, like having to buy an almond.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, from somebody else knowing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That it could have been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:41:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And then he said, and I'm going to help you do this. So you're not going to leave your job yet because I know health insurance is important. We're just going to see if this works out. Let's go to a store and see if they want to carry them, and then we'll take it from there. We'll see what happens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, it was. Let's go get a customer and that's going to be our proof point if we can go get a customer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A retailer that's going to put our product on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Shelf. Then that's going to be an indicator.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That maybe we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Should pursue this further.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So what did you do? Who who did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You approach, so there's a food Co-op here in town called Wheatsville, and I remember it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Unfortunate name for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A patio product, but yes, keep going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So it's a, it's one of the only food coops in Texas. They have two locations and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It was just after Christmas, so into the New Year, and I Remember Me and Vettel meeting in the parking lot. We walked in, we had a very small appointment with this buyer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And and it was it relatively easy to get the appointment cause weedville is like a relatively small company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:42:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It wasn't a very difficult and they're good about working with them, supporting local vendors. And so this guy named Chris Moore, I think is his name. He comes to the front of the store and we hand him a Dorothy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:43:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:43:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I knew that we had to get him to try it right on the spot. And so he grabbed the bag and he was about to head to his office again. And I remember stopping him and saying, come on, man, like, you got to try this in front of us because I want to know what your actual feedback is like. I think it's really good. I want to know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:43:30](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:43:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Do you think? And so me and my sister are there. He tries to throw Anthea. And you could tell he went from maybe like skeptic to. Oh my gosh. Tell me again what's in this. And my sister explained to him like it's Paleo. It's vegan almond flour and tapioca and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:43:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And and did you and and you presented it to him when they were warm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:43:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The tortillas were warm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:43:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I I think what we had done was we didn't have access to a stove top. So we did probably one of the things that we would never do again, which is microwave the tortillas. I think my sister was probably like, no, please like we got to present them in a way like do they have a kitchen or can we put them on a cast iron.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:44:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I'm maybe more of the 85% is good enough person. I was like no, it's fine microwave. He's going to try it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:44:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You're good. And so he ended up telling us on the spot, he said. I like this, go to our website and on our website there's a list of everything you need to have in order to be a vendor for us. And I remember we walked out, we called my mom on speaker. She's like, Oh my gosh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:44:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It wasn't and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:44:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Well, we told her like, yeah, we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:44:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They they accepted the tortillas like now we got to go do everything else and immediately my mom started crying. I'm so proud of you guys. I can't believe you did that. That is so awesome. But that was really just the beginning, because from there was oh, now we have to figure out how to start a business and we've done the gym thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But the food business is very different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And what's required?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I mean you need packaging and and the logo and and like a ingredients in your label and you probably need to be making your tortillas and like a a health department inspected kitchen which which is relatively easy to find a commercial kitchen like that. I mean like they exist, I think they exist all over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The country it is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But we had to find the gluten free 1 and so this is like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yes, of course. Right with no, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This is, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So 2014 finding a gluten free kitchen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I think there were maybe 2 in Austin and we found one that was about probably 10 minutes outside of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Austin and you pay like a fee to you get to use the kitchen for a couple hours a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Day. Something like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And in terms and then you need packaging and things like that, but these are not huge expenses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:45:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They still cost some money, probably at least 10,000 bucks to get started. Or maybe I'm wrong, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Don't know. No, I actually think so. Is zip lock bags not zip locked but like twist tied top bags, stickers for the label like we went as Scrappy as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Possible. Yeah, it was probably maybe like under just to get going maybe under 2000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. And what did you call? I mean, you had no name at that time. So he was like, yeah, which company?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Called what was it called?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, MM came up with the most brilliant idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[He decided that we should call our Dorothea brand. Must be nutty, and it wasn't, like, be like be E.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Must.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, just B just let must let her be nutty.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Letter just the letter B. Must letter B nutty, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I mean, I thought nutty. I thought just with the letter be easier to trademark.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Right, that's right. You're thinking like a lawyer cause you're a lawyer. Alright. It's OK. It's works. And and and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:46:59](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[There was a little bit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:47:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We weren't excited about it, but the discussion that we had and told ourselves this could work. Maybe we could change it later if we need to, but it made a little bit of sense at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:47:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:47:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We all had these graduate degrees. I had an MBA and Mike had his law degree, and my dad has law degree practicing attorney. My mom counseling psychology. It was primarily the four of us who kind of kicked the business off the ground and we were like, yeah, we must be nutty to be doing this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:47:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Alright, so you got must be nutty and you got and you find a commercial kitchen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:47:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And you start making tortillas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:47:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. And I actually like, I think along the way we got really lucky finding this gluten free kitchen. Better bites, bakery. The individual's name was Leah Lopez, and she was kind of like a guardian Angel in our first.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:47:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Few weeks, months of getting started because she had a food business and she had already figured out a lot of this stuff. And so we would ask her questions like, hey, what stores are you in? And so she was letting us initially use her kitchen weekends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:48:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And then eventually nights and weekends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:48:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:48:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Describe how this would work. I mean, it was the two of you. And who else was helping you out?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:48:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So Mike was living in Austin and my parents and myself were living in Laredo, and we would drive up from Laredo to 3 1/2 hour drive and we would do this on a Friday evening after we all got out of our full time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:48:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Jobs hop in the car, drive to Austin, meet up at the kitchen so we probably wouldn't arrive at the kitchen until about 9:00 PM well, and get started with making tortillas for maybe till 1:00 in the morning. Get back up early the next day to do the same thing. So it was primarily the four of us, but often.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[With help from my now sister-in-law Alex, she would help with a lot of the like packaging and stuff and my now husband.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[David.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This is your wife's meal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Right. Yeah, this is my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Wife and David, your husband, who is not yours? This.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:14 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Time. Yeah. And we really like what was crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[As we were trying to make as many as possible because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So we had put these tortillas on the shelf in May of 2014 at Wheatsville and we put 2 cases to the shelf and we had learned a little bit from owning the gym on like marketing a service based business. So what you know, what we did was we took a picture, we posted it to Instagram and we posted it to Facebook.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I came back the next day and we were sold out of two cases.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Wow, which is how many tortillas?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[At that point in time, that would have been 30 packs of 10, so 300 and they were they were selling like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:49:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[$12.00 at the shelf at Wheatsville. Again, that was super exciting, but it basically it meant that for the next year, my sister and my now brother-in-law and my parents and my wife were going to a kitchen every weekend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:50:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To make tortillas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:50:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yep, just making.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:50:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Tortillas. But you could only make tortillas on the weekend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:50:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So what happened was I think we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:50:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Put tortillas on the shelf in May, and then in October.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:50:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I decided to leave my teaching job because we had gotten so busy where we needed to produce every night at least so that we could keep up with the demand so I couldn't pay myself anything. But I took out my little retirement with teaching and just decided that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:50:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I could use that to survive for a few months and then hopefully pay myself a salary, but I packed up a bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:50:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And started staying at Mikes house every single day and I remember not going home for like 2 months because we got into the kitchen every single day. Just got so busy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:51:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It really started to take off like at, so the reason we were in there every night is because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:51:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[At this Co-op at Wheatsville, we had become the number one selling item in the entire refrigerated case.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:51:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So I mean, you guys are making these things like imagine it was hot in there cause you have all the burners on, you've got all the cast iron pants going like you've got people patting the, you know, like then rolling it and then like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:51:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Somebody just cooking them on the cast iron pans, everybody sweating, was it like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:51:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That yeah, it was hard work. So instead of rolling the tortillas, we found these little Dorothea presses where we could, you know, press 1, Dorothea at a time. So it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:51:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Took a lot of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:51:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Arms to get that press down and I remember always having to go and get my shoulder worked on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Just because it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Was always in pain from pressing so many tortillas, and we would often like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Just go home with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Our eyebrows probably, like halfway burned off. We were just like burning ourselves. Yeah, exactly. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Getting sandwiched from the heat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I I don't know if this is true or a pocketful, but I read this story that at a certain point like you needed help for people to make tortillas for you and like you were in a grocery store and saw some lady with like a bunch of masa in her shopping cart. And you're like, hey, you want to help us make tortillas? Is that is, does that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Open.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, well, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We started with just recruiting like friends, but even that wasn't enough and happened to see a woman in the aisle where they sell the tortilla masa and she actually had like three or four of those in her basket, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:52:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I just approached her and asked if she would be interested in a job making tortillas, and so she ended up being one of our first employees.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:53:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And Miguel, you were what, doing the the dev stuff like going out and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:53:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And trying to drum up more stores to sell out or will you still mainly focused on?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:53:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Wheatsville. No. So we were trying to drum up more business and we were trying to do it in a way that we could manage against. And so obviously the big account that we really wanted was Whole Foods. And I made the mistake of showing up to Whole Foods office and leaving a zip lock bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:53:27](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[MHM.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:53:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Tortillas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:53:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I thought ohh this worked for wheatsville, but when I did that at Whole Foods they thought that we weren't a real business. And so they were like, yeah, we're not going to carry you because you just showed up with a zip lock of those bias.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:53:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Of tortillas that clearly didn't work. So how what? What did you? I mean, did you go back and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:53:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Again, yeah. We actually kept on trying sending emails and then I was driving around doing deliveries one time and this individual messaged us and said, hey, big fan, I buy them at the wheatsville that y'all started at like I live really close and I'm actually a A director or producer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:54:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And we're we're doing this film, you know, with Whole Foods. And so I I saw John Mackey the other day and and I told him he could carry your tortillas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:54:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:54:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And so the, like the deal is that I didn't know much about the food industry. And so even the mention of that name, I had to Google, I didn't know. No. No. So I, I Google and I'm like, Oh my gosh. So I'm having this moment where.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:54:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Like even though. Yeah. Yeah, yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:54:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[God the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:54:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Founder of Whole Foods.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:54:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Like I remember calling my sister and my mom and I'm telling them, like, hey, we just got this message.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:54:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[She told me that we should be expecting to hear something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:54:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[From food, from Whole Foods and I kid you not that we got an e-mail the next day or the day after and it was a forwarded e-mail from a forwarded e-mail from a forwarded e-mail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:55:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And that's all because this filmmaker, like, mentioned it to John Mackey and John Mack, is like sounds great. He sent an e-mail to somebody. And he's like, hey, check.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:55:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This this company out and then then they forwarded and they forwarded. And then like this person's like, well, that's coming from John.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:55:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:55:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Maggie, I guess I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:55:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Better call him. Yes. And it came from our local buyer who bought for, like, the five Austin stores. And so I think that is, I don't know, luck is very important. You know, we were working hard. We were making those ideas night.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:55:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And day and on the weekends and trying to build this thing, but we couldn't get in the door of Whole Foods. And then it ended up being a fan of the brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:55:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And that kick started this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:55:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[When we come back after the break time, Miguel and Veronica renamed the company, got a chunk of money, and we're poised to extend even further. When they got the worst news imaginable, tortillas covered in mold stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:56:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:56:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Support for this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:56:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Podcast and the following message come from NPR sponsor TD Ameritrade. You have an investing style. TD Ameritrade has a mobile app to match it. Check out TD Ameritrade mobile and think or swim mobile to find the one that's right for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:56:38 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hearing loss is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:56:39 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A fact of life for many humans, but not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:56:42 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[For fish reptiles.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:56:43 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Or birds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:56:44 Speaker 7](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[People noticed in chickens that they could take them to say heavy metal concert blast the ears really to oblivion and then within days new hair cells would begin to sprout.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:56:54 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The science of sound. That's next time on the Ted Radio Hour from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hey, welcome back to how I built this from NPR. So it's around 2015. And after struggling to get their grain free tortillas into Whole Foods, Veronica and Miguel are starting to get them into a few stores. So far, only in Texas. But it's a start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Put the tortillas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[On the shelf and this is going to sound redundant, but we like we had built up this following on Instagram and on Facebook. And I remember taking a picture.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And then coming back the next day and the same thing had happened like we had sold through the product that we put on the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Shelf.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And people were really excited about it and we were based out of Austin. So I think there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This added excitement about being local.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Remarkable also is that you were introducing a product that wasn't only.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:57:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[New and different and a little bit, you know, weird. Unless you were already familiar with grain free products, but it was expensive. So like a Business School professor might look at this and say, well, the barrier to entry is really high because it's expensive and it's different and but actually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:58:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Really in some ways, because these were like 12 bucks a pack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:58:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Right. Yeah. Well, when we got into Whole Foods, we moved them to 10 bucks. But yeah, still very expensive. Yeah, still expensive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:58:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But still still expensive. And did you guys get pushback from initially from people who were saying, hey, why is this so expensive? How would you answer that question?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:58:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Our answer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:58:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[There is that we are using more expensive ingredients. Yeah, and almond flour at the shelf is expensive. So I think there was also an association of people that were walking the baking aisle and they saw almond flour. I think there was a price.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:58:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Correlation that people people could have made with that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:58:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[All right, so you are, you get a couple of cases in Whole Foods and this is in February of 2015 that they agreed to do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:58:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[At what point do you become Siete foods? When do you drop the name? Must be nutty and become and actually get a I mean, no offense, but get a a great name. When do you drop? When you drop that name. Did that happen shortly after you got into Whole Foods?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:59:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Ish. So we ended up going to an accelerator here in town called skew. You got.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:59:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You've got like you applied to to become part of this accelerator and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:59:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, we. So we were essentially just dissecting our business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:59:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I think one of the most meaningful exercises that we did was put everything we were for on 1/2 of the whiteboard and everything we were against on another half of a whiteboard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[00:59:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And then we actually got to talking to one of the mentors. He told us that like, we should really understand who we are and then leverage that in the marketplace. And I think what he meant by understanding who you are is we had been producing this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And it was authentic because this is what we grew up eating. So we ended up coming because the number of family members that we have in our family and using Spanish, it was kind of written there the whole time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Like G7, athletics like family is so much a part of who we are. And Siete was the representation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[For that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So, all right, so you guys, you've got your name and I guess another part of this accelerator program was also helping you to get ready to, to raise money from potential investors because you guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:40](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Starting to get to that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Point, right? Yeah, for sure. And we ended up at the end. We, we did a pitch like we pitched to a room of investors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We did end up raising money about a few months after the accelerator ended.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I think it's about $1,000,000 that you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:00:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Raised right? Yeah. We raised $1,000,000 from a few Angel investors here in town. And then a natural foods broker who's based out of Chicago.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:01:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:01:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And we were really trying to raise money for a pretty specific reason. We wanted to make sure that we could buy a piece of equipment that could help us make the jump from manufacturing by hand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:01:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To utilizing a machine that would automate a good chunk of the process.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:01:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And by the way, you guys were still making the tortillas or or did you now have other people making them for you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:01:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I think at that point we had hired like 10 people to help make the tortillas on a daily basis.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:01:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. And right around that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:01:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We end up flying up to Baltimore because this investor, this natural foods broker, had gotten us a meeting with Whole Foods up in Baltimore at Natural Products Expo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:01:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And so we met with this guy, Dwight Richmond. He was the Whole Foods buyer for us and we had been told like, hey, he doesn't, you know, he's not going to have much expression. He's just going to meet with you. And so just do your pitch and don't expect much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:02:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And by the way, was he like a Mid-Atlantic regional buyer or was he a national buyer?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:02:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[No, you know, he was a national buyer. OK, so we end up going to Baltimore and we're making this pitch. And I'll never forget because Dwight ended up cracking a smile like he laughed a little bit, which was exciting to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:02:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[National.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:02:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And then he ended up saying, like, yeah, I'm going to tell the regions that that they should take this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:02:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Product. Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:02:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And so for us, it's like we're super excited. Yeah, I remember like high fiving cause you feel so good. And our parents are like, Oh my gosh, that was awesome. And then Vettel gets a phone call.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:02:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And she looks at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:02:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Me and if this is wrong then I'll let me know. But I remember you looking at me and you just passed the phone. Yeah. And you passed the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[My face went white. Did I look like a ghost?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:02](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Phone to me. So she passes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The phone to me and I'm like, OK, uh-huh. Uh-huh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Who was on the other line?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It was our regional distributor, Labatt, and so Labatt distributed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To the southwest region of Whole Foods.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And So what they were telling us was, hey, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That pallet of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Product that you shipped us so that we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Could ship it to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Whole Foods. Yeah, it's all moldy. Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This was the the stuff you were going to ship to the Whole Foods in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Texas, right? Yep. And that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That pallet of tortillas was moldy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So the entire pallet of product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I guess hadn't been kept to temperature. We had made one of a mistake basically, which is don't store tortillas in a produce warehouse, because produce warehouses are humid, right? There's a lot of moisture and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:55](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:03:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Produce has mold spores on it. So our distributor was telling us, hey, we're going to throw this away and you got to figure out how to replenish Whole Foods. And so we, we got on the 1st flight out of Baltimore, which is this 5:30 AM flight, we drove to the produce facility. It was pretty devastating.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:04:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It was. It was a gut punch. It was so bizarre how it happened, because I I remember this moment. It was like euphoric. You're just excited. You Whole Foods just said yes. They wanted our product to go now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:04:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Personal and then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:04:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, but you have moldy pallets of tortillas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:04:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:04:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[By the way, how much? How much money is a pallet like how much like retail value did that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:04:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Have so it must have been about like 20 to $30,000. That was unsaleable and it was. It was also, you know, that I'll mention that we had these.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:04:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Individuals helping us make tortillas. It was also about half a month's production.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:04:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But So what did you do? How did you? I mean now you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To produce those tortillas that are going to go on the shelf. So what did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We actually got back in the kitchen, so the team was still producing what we had to produce and then I remember going back in there, my parents coming back up again and us just having to get back in the kitchen to produce more thoughts, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I actually think Mom took some time off of work for, like, almost a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Week so that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We could just be in the kitchen every single day making tortillas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Wow. So clearly you guys kind of get through this crisis.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Moment, because I think at this point you start to ramp up to sell to other Whole Foods regions in the US, right? I mean and and and presumably they they still want to go forward with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You right? Yeah, we. So we got lucky because what ended up happening was they had their regional call and four regions ended up being very excited about the product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:05:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And so January of 2016.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:06:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[We ended up launching in four regions.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:06:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I have to imagine at this point you're out of the like, the Co working kitchen and you're in a like a bigger facility, right, like a Co packing facility. So did did you find one?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:06:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So even getting to that point of finding the manufacturer was tough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:06:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This was kind of a little bit of a coincidence, but one of my really good friends from Laredo, she had told me about this family friend of hers that owned this manufacturing facility in Austin and I should reach out to them just to see if they had advice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:06:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I was really terrified. I thought, well, why would I reach out to them? They're going to copy my idea. Like I I'm not going to reach out to them, but my brother is just on his own. He had started researching different manufacturing opportunities and came across this company and went and knocked on their door just, like, literally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:06:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Showed up at the facility and asked to talk to somebody and it turned out that that was the same family friend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:07:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[This would be this is like I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:07:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Guess what you call like a commercial manufacturer and you give them your precise instructions and then they produce it for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:07:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yes. Yeah. And I mean, this is an interesting dilemma, right, because you had this great idea and this great product and clearly, you know, there was a market for it and you rightfully worried that maybe if you went and worked with the Co Packer, they would just steal your idea and and make it themselves. But the reality is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:07:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They usually don't do that because to start a brand from nothing is not easy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:07:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, but we had heard some horror stories, and I think we had heard enough horror stories. And I actually think so. I called, emailed the CEO of Annies at the time, John Forker, and I asked him for 30 minutes of his time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:07:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And my question was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:07:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[What's the biggest piece of advice that you might have to enough start brand?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:07:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And his response was run as fast as you can. If you have an innovative product, it'll probably get copied. And like the only thing that you have to play defense against that is building a brand and running as fast as you can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:08:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:08:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And so I think we did just that. We were making hires and we were building this brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:08:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And and and we felt that if we could do that, that that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:08:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Would be our best defense.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:08:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So you did end up going with it with this copacker the Co packing manufacturer in Austin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:08:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yep, yeah. And they had never done anything other than flour and corn tortilla products and and chips. So taking on this little almond flour tortilla company I remember.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:08:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Having to cry to the owners of this manufacturer and just telling them, please take us on, we need you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:08:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[My shoulder hurts so bad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:09:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So I think partially having that friend connection, they felt really bad and decided to take this on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:09:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So we we ended up you know we bought a piece of equipment, we installed it and then we were there every day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:09:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Basically, with this manufacturer trying to make sure that we could get our product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:09:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To run on this piece of equipment that we had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:09:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Bought and the equipment was like what? Like a tortilla making machine?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:09:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Oh yeah, so I I actually remember the product not actually running on the line until about a day before we had to ship it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:09:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To the four regions of Whole Foods. Wow. So we were we were cutting it very close and we were there till about 3:00 in the morning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:09:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[But clearly this many, I mean if they weren't starting to make it until a few days before you were shipping.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:09:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It suggests that this is a much faster process than 10 tortilla makers in a shared kitchen, right? And this is this is like a big this is like a fast.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Tortilla machine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, it was amazing to see. Like, I was in awe the first time I saw the product running and I could just picture myself like pressing each Dorothea 1 by 1.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And you just had these perfect tortillas. Tortillas is dropping, dropping, dropping next over next. I'm like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And how how much that would have hurt, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yep, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It sounds like 2016, the tortillas are kind of roll out into other Whole Foods around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The country, and that's also the year where you start to develop your tortilla chips.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, I had an idea just based on kind of what I was doing in my own kitchen. I wasn't eating corn anymore. And if you're in Texas, I mean any restaurant you go to, you're going to be served.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Chips and salsa, even non Mexican restaurants, that's just something that you eat as an appetizer. So I had already started, you know, taking our.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:10:57](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Tortillas and cutting them up into triangles and either frying them up or putting them in the oven and creating my own chips. But the truth is, Mike kind of promised them to Whole Foods before I really had a product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You were like you were like they were like, hey, what are the things you guys have in the pipeline? You're like, oh, we got tons of we got tortilla chips. We got queso, we got enchilada sauce. Meantime, Ron, what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yep. Uh-huh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A little bit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. So he came to me and he's like, remember, you've played around with chips a little bit well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Whole Foods, once them. So can you have a sample in two days or what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It was so. I literally just threw some stuff together that first time, and thankfully they were good enough for them to get approved and in the meantime, while we were waiting for them to get on the shelf, I was able to experiment a lot more and and pin a recipe down that we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Work with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:11:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You know, I wonder when you, I mean, now you're you're making tortilla chips and you've got tortillas and there's more demand from whole.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:12:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Foods were you guys profitable?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:12:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. Yeah. Because we were at that point in time, we were making enough money to grow the business sustainably and we were. We weren't making big bets beyond the innovation. And we were also lucky, like my sister.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:12:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:12:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I always say my sister is like a billion dollar R&D department and that's and that's not what she gets paid. But we weren't have like we were able to do a lot of stuff in house because we had this team.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:12:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Of scrappy people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:12:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Alright, so you are obviously you're in this kind of interesting position because you're growing but sustainably and you can't supercharge it because you don't have the financing to do it. But I guess in 2019, you did accept a huge investment $90 million from Stripe Group.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:12:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Did they come to you? Did they say? Hey, we were really interested in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:13:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Being involved with you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:13:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They actually reached out to us and we started to build a relationship and we ended up raising money from them because we saw this opportunity in the marketplace where we could supercharge the growth.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:13:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And we shared several meals with them in our like cafe that we have at the office.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:13:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And I was having a conversation with one of them, and I told them here's what I want you to know. We are building a billion dollar Mexican American food brand. We're not building the next Tostitos. We're not building the next mission we are building.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:13:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A billion dollar iconic Mexican American.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:13:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[The brim and sitting across the table, you know my family was there and they were there, they said. That's exactly why we want to partner with you, because we also see that opportunity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:14:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:14:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Was this kind of mind blowing that like they were like? Yeah, we want to put $90,000,000 to this business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:14:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I mean, it's it's amazing. Like cause even at this point. I think when they invested in you guys, you just had like two or three people who were doing sales and you were tiny.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:14:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Group of people where you just like. Oh my God, this is this is insane. This is huge. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:14:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yes. Then and still I I still feel like that looking back on it almost a few years later.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:14:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And and with that investment, I mean you can be everywhere you can be at Costco and Walmart. And I think you are there now in those places.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:14:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, it's been a crazy two years, so we're now in a little over 16,000 retailers. We're in places like Kroger.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:14:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[In Costco.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:14:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And Target and Walmart. And so it was. It was around that time, like, right before we got the investment that we started that our battle created our cashew castle and we launched hot sauces and we had started to really build out this full portfolio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Of Mexican American food products.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:16 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You know what's?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[So interesting to me about what you're doing is you're not competing against Paleo or grain free or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Products you're you're you're competing against other Mexican food products.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[In lots of different categories.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah. Today, Miguel, you're the CEO. Veronica, you are the president and and you head up innovation. And I think your dad and sister Linda do legal. Your mom manages purchasing and then your other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Siblings Rebecca and Robert, they handle customer service issues. Is that right? Yep. So every this is a this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Is truly a family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:15:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Business, I mean, everybody is now doing this full time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Yeah, we have to succeed. We have to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:08](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Well, I mean, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Mean I I hesitate to even ask this question cause I think I know the answer given the fact that you guys would do like air squats together and cross fitting together and you know in your backyard and stuff like you guys really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Are like a YouTube family, but is there?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[For any tension like you guys were argue about, you know, because because running a business is stressful and and and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Pence.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[It is a it. I mean it's a business and I think there are disagreements. There are arguments, but we always take it back to our core values. And so our first core value, the one that we outlined right from the beginning was family first family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Second business third.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And like my mom wouldn't let us keep doing this if we weren't getting along. So knowing that we have to end at that place that we always have to get along like there's going to be bumps in the road. But we're all kind of, we're all focused on this idea of building.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:16:59](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:17:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[On Mexican American food brand and we're focused on doing it together, which is the Hunter assessment hold apart. And so we have to figure things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:17:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Out when you guys think about this journey that you've gone on and you know all the things that happened from Veronica, you you were like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:17:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Teaching a class that you weren't really that interested in teaching.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:17:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[At.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:17:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A college at a university in Laredo and and Miguel, you were sort of thinking about becoming a small town lawyer in Laredo. What do you think about where you've come now? I mean, how much of that do you do you think is because of how hard you guys worked and how smart you are?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:17:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And how much do you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:17:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Then I'll chalk it up to luck, Miguel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:17:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I don't know about what. What do you think?](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:17:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[For me personally, I feel like it's been a lot of luck and a lot of hard work, but I feel like when I look back on everything that's happened, I've been very lucky. I'm sure my brother has a different perspective.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:18:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[No, I think I think we are very blessed. I think luck's a part of it hard, works, a part of it, but there is a team.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:18:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Of 80 plus people that work at site and all along the way, I would say where we have been blessed or lucky, whatever you believe that's such a big part of it. And it's been because we've been able to work with amazing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:18:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[People, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:18:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[You know, especially when we were starting off, we were looking for mentors and it had been my hope that I could find somebody who had done this before and maybe somebody like me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:18:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[A woman of color.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:19:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And that was really hard to find in our.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:19:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Industry. So I think not being able to find these mentors ourselves, Mike and I decided pretty early on that we probably had to become that. So you know I I hope that we're doing that today. I hope that we can be an example for other people, not just Mexican Americans, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:19:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[Other people of color who you know are starting businesses and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:19:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That would make me really happy to know that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:19:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[That's Veronica Garza and Miguel Garza, Co founders of Siete family foods. In 2020, Ciente hit $200 million in total retail sales in the US, and by the way, even though their original family gym, G7 athletics, closed down in 2015.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:19:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[They did open a small gym inside the CTA Foods office in Austin, and before the pandemic shut everything down, Miguel would actually lead CrossFit style workouts most evenings for anyone in the company who wanted to join in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:20:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

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[01:20:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[And my Instagram is at Guy dot Raz. This episode was produced by Casey Herman, with music composed by Ramtin Hirabai. Thanks also to Liz Metzger. Para Safari, Dareth Gayles, JC Howard, Julia Carney, Neva Grant and Jeff Rogers. Our intern is Janet Wu. Chung Lee.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:20:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[I'm Guy Raz, and you've been listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:20:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[To how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

[01:20:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gWU)

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