



TORTILLAS LOS ANGELES

Angel and Leticia Flores entrepreneurial journey started in 2009 after realizing it was very difficult to find genuine, authentic corn tortillas in Wisconsin. They started with planting their own organic corn (non-GMO) and making their own nixtamalized corn tortillas like those they ate every day in their home country of Mexico. They proudly launched Tortillas Los Angeles in 2016.



They now offer tortillas in flavors ranging from chili, spinach, and beets; and also sell tostadas, tortilla chips, tamales, tacos, and burritos. All the products are available for catering services, and special orders, and are also sold at numerous farmer markets.

“WWBIC helped us with training classes and creating a successful business plan, and now the mercado program is teaching us how to use e-commerce to continue to sell our products online and through social media marketing,” says Angel. “mercado offers a variety of products and services, where every customer counts and everyone is

welcome to shop with us. This is not only good for our business, but also a great opportunity for the community.”

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tortillaslosangeles@gmail.com

Owner:
Angel & Leticia Flores

Business Location:
Madison

Total Investment:
\$14,500

Employees at Business:
3

WWBIC Support:
mercado, Training, Kiva



mercado@WWBIC

Online Marketplace and
Directory for Latino Businesses