



Success News

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LOS BARRIOS Following Family Tradition

San Antonio, TX – The Barrios family has been providing San Antonio with what many Mexican food franchises lack, family atmosphere and aromatic-filled pots of traditional Mexican food.

The success of the Barrios family did not happen overnight. Heartaches and struggles were endured. In 1975, after the loss of her husband, Viola Barrios, with a limited English vocabulary, pursued two entrepreneurial endeavors, but was unable to make them succeed. With bills beginning to pile up and being the sole supporter for her 3 children, Mrs. Barrios tried one more attempt as a business owner. With incredible courage, perseverance, and her faith in God, Mrs. Barrios turned to her love for cooking, used her authentic culinary skills for preparing Mexican food, and invested \$3,000.00 of hard-earned money into an old garage in downtown San Antonio.

In 1979, Los Barrios was established. As the restaurant clientele grew, so did the restaurant. Los Barrios, located at 4223 Blanco Road, now occupies over 7000 sq. ft and seats 280 customers at one time.

Viola Barrios, mother, business-owner, hostess, cook, and bookkeeper taught her children the importance of serving good, authentic Mexican food.

- more -

Success Story #06-49 / Page Two

With their support and involvement, the Barrios family opened a second location in 2004, La Hacienda de Los Barrios.

Teresa Barrios Ogden, Louis Barrios, and Diana Barrios Trevino, the children of Jose C. and Viola Barrios, played an integral part in the success of the family business. Teresa, a business partner, gave her time early on by “holding down the fort” while Mrs. Barrios operated the business. Louis, president and general manager, graduated from St. Mary’s University and immediately began using his marketing degree in the business. Diana, a business partner, graduated from St. Mary’s University and also began using her marketing degree in the business. Diana, better known as the “celebrity” of the family, is often seen on local and national television programs and charity events. Diana also published her first book in 2002, “Los Barrios Family Cookbook.”

La Hacienda de Los Barrios, located at 18747 Redland Road in San Antonio was built with the utilization of an SBA 504/CDC loan. The Barrios family worked with Senior Loan Officer Mike Mendoza of The South Texas Business Fund, an SBA Certified Development Company, and developed a financial plan to assist them with their growth. A \$3000.00 investment 27 years ago by restaurant entrepreneur Viola Barrios has turned into a multi-million dollar family-owned business employing over 200 individuals.

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