



## Jorge A. Fierro

Jorge Fierro immigrated to the U.S. after leaving law school in his native Mexico to pursue his American dream. Without speaking English and bearing proper documentation, his first jobs were as a sheepherder in Wyoming and later as a dishwasher in Salt Lake City restaurants. When Jorge saw an opportunity, he began selling his freshly cooked pinto beans at the Downtown Farmer's Market in Salt Lake City. His business consisted of a simple card table on which he displayed the beans and sample recipes.

In 1997, Jorge secured a loan through the Utah Microenterprise Loan Fund, which financed the distribution of his first Rico product, Rico "De La Olla" pinto beans and allowed him to build his business.

In 2004, Jorge further expanded by moving Rico manufacturing operations to a large facility in the heart of the warehouse district in Salt Lake City. Currently employing 45 people, the facility produces more than 125 Rico Brand products, which it distributes to more than 60 supermarkets, restaurants, and coffee shops in locations stretching from Jackson, Wyoming to Las Vegas, Nevada.

In 2010 during an economic downturn, Jorge followed his entrepreneurial spirit and took a chance by launching a new restaurant venture called Frida Bistro. His aspiration to introduce Utah to the varied flavors of Mexico is represented at Frida Bistro—a full service wine bar and restaurant, serving gourmet Mexican dishes in an art-filled space located at his Rico headquarters.

Jorge has two daughters and one son.

*"Born in Mexico; made in Utah." "Life is short; live to be happy."*