



**FOR IMMEDIATE RELEASE**

## ***SIETE FAMILY FOODS TO RECEIVE 2023 HISPANIC HERITAGE ENTREPRENEURSHIP AWARD***

*Fastest-growing Mexican-American food brand joins Grammy-nominee Omar Apollo, as Honorees announced for the [36th Hispanic Heritage Awards' September 29th broadcast on PBS](#) – Stay tuned for more Honoree announcements*



**WASHINGTON, DC** – (8/10/2023) – The Hispanic Heritage Foundation (HHF) announced today that *Siete Family Foods*' Veronica, Miguel, and Aida Garza will receive the Hispanic Heritage Entrepreneurship Award during the 36th Hispanic Heritage Awards on Thursday, September 7<sup>th</sup>, at the John F. Kennedy Center for the Performing Arts. The program will be broadcast nationally on PBS on Friday September 29, 2023, and will stream on PBS.org.

The Garza family joins Grammy-Nominated Singer [Omar Apollo](#), as Honorees announced so far. Stay tuned for more Honoree announcements.

“Innovation, entrepreneurship, food, and familia run in our veins as a community and the Garza family and Siete Family Foods are an embodiment of those tent poles,” said Antonio Tijerino, HHF President and CEO. “We are thrilled to honor Siete and the Garzas with our Entrepreneurship Award at the

Kennedy Center and on the PBS Broadcast. We look forward to celebrating Latino cultural pride, achievement and vision at what is called America’s Hispanic Heritage Month Celebration.”

After being diagnosed with multiple autoimmune disorders as a teenager, **Veronica Garza**, Co-Founder, President, and Chief Innovation Officer of Siete Family Foods, adopted a low inflammation diet to combat the often-debilitating symptoms. Her entire family of seven supported and joined her on this health journey, but as a tight-knit family from Laredo, Texas, following a grain free diet meant that they could no longer enjoy cultural favorites like corn and flour tortillas. To solve this problem, Veronica created grain free versions of traditional Mexican-American food staples, including a tortilla made with almond flour that eventually became the first product offering by Siete Family Foods in 2014. As of today, she has led the creation of more than 80 product SKUs and continues to drive innovation for the company.

As the Co-Founder and CEO of Siete Family Foods, **Miguel Garza** is on a mission to build the leading, “better-for-you” Mexican-American food brand. Strong family values permeate the company culture, and Miguel upholds the shared belief in “Family first, family second, business third.” Miguel is also focused on the core value of “Juntos Es Mejor” – better together. To support the broader community, Siete launched the Juntos Fund, an annual opportunity to bolster Latino-owned businesses through financial awards.

As mother to the five Garza siblings, **Aida Garza**, Co-Founder and Director of Purchasing of Siete Family Foods, is the heart of the Garza and Siete family. Aida's love and support has been fundamental and unconditional to the business. Today, Aida leads the Siete Family Foods Foundation, with a focus on education, entrepreneurship, and wellness. Through the foundation, Siete has supported organizations such as RAICES, Con Mi Madre, and Todos Juntos.

Siete Family Foods has expanded exponentially and is now the fastest growing Mexican-American brand in food or beverage. Today the thriving business spans more than 20,000 grocery stores nationally and Siete products are also available online at [sietefoods.com](http://sietefoods.com).

The historic Hispanic Heritage Awards, which were created by the White House to commemorate the establishment of Hispanic Heritage Month in America, is among the highest honors by Latinos for Latinos and supported by 40 national Hispanic-serving institutions. Watch the playlist for last year’s awards [HERE](#) & [Check out HHF past honorees](#).

### **About the Hispanic Heritage Foundation**

The Hispanic Heritage Awards serve as a launch of HHF’s year-round mission focused on education, workforce, social impact, and culture through the lens of leadership. HHF is a national 501(c)(3) nonprofit organization. For more information, visit [www.hispanicheritage.org](http://www.hispanicheritage.org) and follow the Hispanic Heritage Foundation on [Instagram](#), [Facebook](#), [Twitter](#), and [TikTok](#).

### **About PBS**

**PBS**, with more than 330 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches over 42 million adults on linear primetime television, more than 15 million users on PBS-owned streaming platforms, and 56 million people view PBS content on social media, inviting them to experience the worlds of science, history, nature, and public affairs; to hear diverse viewpoints; and to take front-row seats to world-class drama and performances. PBS’s broad array of programs has been consistently honored by the industry’s most coveted award competitions. Teachers of children from pre-K through 12th grade turn to **PBS**

[LearningMedia](#) for digital content and services that help bring classroom lessons to life. As the number one educational media brand, [PBS KIDS](#) helps children 2-8 build critical skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality content on TV — including a PBS KIDS channel — and streaming free on [pbskids.org](#) and the [PBS KIDS Video app](#), games on the [PBS KIDS Games app](#), and in communities across America. More information about PBS is available at [PBS.org](#), one of the leading dot-org websites on the internet, [Facebook](#), [Instagram](#), or through our [apps for mobile and connected devices](#). Specific program information and updates for press are available at [pbs.org/pressroom](#) or by following [PBS Communications on Twitter](#).

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For more information on the 36<sup>th</sup> Hispanic Heritage Awards,  
please contact John Reilly at ([jreilly@jrprmusic.com](mailto:jreilly@jrprmusic.com))

For Sponsorship Opportunities,  
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