



Latino/a Owned Business List

September 10, 2025 | Forum on the Latino Community

“The Drivers of Growth and Our Path Toward Solidarity Economics”

Thank you for joining us today at our 11th Annual Forum on the Latino Community, “The Drivers of Growth and our Path Toward Solidarity Economics.” Today, you heard about the way in which Latinos/as are powering our economy as EMPLOYEES and EMPLOYERS.

Between 2010 and 2023, Latinos contributed an average of 726,000 workers every year to the US labor force. They were responsible for 58.7% of the growth of the US labor force during that time period. U.S. Latino economic output (GDP) hit \$4.1 trillion in 2023, equating to the fifth-largest GDP in the world. In 2023, Latino consumption reached \$2.7 trillion, a buying power 5% larger than the entire state of Texas and 25% larger than New York’s economy. The Latino labor force in California is growing at a rate 15 times faster than the non-Latino labor force, has the highest labor force participation rate at 65.1% and pays \$83 billion annually in taxes.

From a business-ownership perspective, according to the California Hispanic Chambers of Commerce (CHCC), which serves a network of more than 65 Hispanic / Latino chambers of commerce, Latinos/as:

- Owns more than 815,000 businesses
- Create more than 500,000 jobs
- Generate more than \$100 billion in annual revenue
- Start businesses at a faster rate than the national average, growing 34% over the last 10 years compared to just 1 percent for all other small businesses.

In Placer County, approximately 4.5% or 437 employer firms are owned by Latino/a business owners, generating revenue greater than \$500 million and paying more than \$175 million in annual payroll.

Staff and board members at the LLC are continually asked for references for Latino-owned businesses. We are pleased to provide this list for your shopping pleasure and encourage you to visit their businesses or reach out for quotes. While this list is by no means exhaustive, it represents businesses with which we have had positive experiences. We hope to continue to add to this list and maintain it on our website, so please continue to check back.

**Scan the QR Code to
visit this list on our
website:**





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Artisan Chocolate	Cru Chocolate	Karla McNeil Rueda 916-410-0121 grow@cruchocolate .com	Cruchocolate.com	Elisa Herrera & Indira Infante
Auto Detailing	Scrub Shark Mobile Detailing	Joseph Herrera 530-457-7048 ScrubSharkAuto @gmail.com		Dr. Reyes Ortega Elisa Herrera Services: Mobile Auto Detailing in Sac/Placer/El Dorado region
Auto Repair	Rio Auto Repair	Alejandro Uribe 916-206-1988 244 Elkhorn Blvd. Rio Linda, CA 95673	n/a	Promotora Maria Uribe
Bakery	Coko Cake & Bakery	Rosa Cabral & Jorge Gonzalez 916-529-3957 rosa@cokocake.com	Instagram: @coko_cake_	Val Sandoval Pan Dulce, Empanadas, and Cakes
Bakery	Divine Desserts	Esther Aguirre 916-652-6545 6045 Walnut St., Loomis, CA	Divinedessertsby aguirre.com Facebook: Divine Desserts by Aguierre	Indira Infante



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Barber	Auburn Shave Company	Noel Maldonado 530-613-9217 13415 Bowman Rd, Auburn, CA	Facebook: Auburn Shave Co Instagram: @auburnshaveco	Dr. Reyes Ortega Haircuts & Shaves
Barber	The Villes Barber Shop	Junior Reyes 916-710-9433	Thevillesbarbershop.com	Indira Infante Haircuts & Shaves
Barber	1851 Barber Company	Fausto Chavez 916-546-5505 1851barbercompany@gmail.com 5080 Foothills Blvd., Roseville, CA	1851barberco.com Instagram: @1851barbercompany	Val Sandoval Haircuts & Shaves
Caterer	Tacos El Jefe	Adán López 916-838-8425	Mobile	Indira Infante



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Coffee Roaster and Service	Eco Delight Coffee	Guillermo Moran 916-980-7777 guillermo@ecodelightcoffee.com	Ecodelightcoffee.com	Elisa Herrera Coffee Roasters
Clothing & Specialty Prints	Big Boys Clothing Co.	Eric Herrera 916-899-4032	Bigboysclothing.com	Indira Infante Custom Printed Clothing and Apparel
Collectibles	Barrio Toys	Cauhtemoc Mendoza 916-742-4175	Instagram: @BarrioToys Facebook Barrio Toys	Indira Infante
Floral Arrangements	Flowers by Aranzazu	Aranzazu Navarro 530-848-9730 flowersbyaranzazu@gmail.com	Instagram: @Flowers_by_aranzazu	Celina Salas
HVAC	Comfort Mechanical LLC	Miguel Garcia 916-558-8690	Comfortmechanical.net	Indira Infante



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HVAC	Ive Heating and Air	Isaias Puentes 916-256-7814	.Facebook: Ivy Heating and Air Ivyheatingandair.com	Jose Diaz
Insurance	Paz Insurance Agency	Jose Antonio Paz 530-878-5280 (Office) 530-305-9213 (Cell) jpaz@farmersagent.com	Farmersagent.com/jpaz	Dr. Reyes Ortega
Insurance	State Farm Andres Ordaz	Andres Ordaz 916-409-2700 605 Lincoln Blvd, Lincoln, CA	AndresOrdaz.com	Ernesto Pineda
Jewelry, Custom; Jewelry Classes	Handmade Love & Joy	Eren Lovejoy 916-547-9062	n/a	Latino Leadership Council Staff
Juice Bar	Movita Juice Bar	Saray Navar 916-872-1322 6700 Lonetree Blvd, Rocklin, CA	Movitajuicebar.com	Indira Infante



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Lake & Pond Maintenance	Fuentes Lake & Pond	Ernesto Fuentes 916-459-1483 support@fuentespond.com	FuentesPond.com	Elisa Herrera Expert Invasive Plant Removal, Cleaning & Management Services
Mortgage Lender	Xpert Home Lending	Norma Souza 530-635-0899	Normasouza.com	Indira Infante
Music	Ivan & Aranzazu's Duet Allegro	Aranzazu Navarro 916-848-9730 DuetoAllegro1@gmail.com	Instagram: @Duet_Allegro	Celina Salas
Notary	Macias Notary & Apostille Services	Jorge Macias 916-604-8944	Maciasmobilenotary.net	Indira Infante
Realtor	Epique Realty	Amy Fernandez 916-926-2021	AmyFernandez.com	Indira Infante



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Restaurant / Caterer	El Burrito Taqueria	Ana Ruiz 1850 Douglas Blvd., Roseville, CA. 13446 Lincoln Way, Auburn, CA.	ElBurritoTaq.com	Celina Salas
Restaurant	Los Cabo's Grill & Cantina	Javier 916-784-3505	Loscabosgrill.net	Sandra Reyes
Restaurant / Caterer	Marios Early Toast	Mario Astorga + partners 916-771-2173 Granite Bay 916-347-7741 Roseville 916-259-1616 Rocklin 916-510-2430 Folsom 916-293-9644 El Dorado Hills	Instagram: @Marios_Early Toast Facebook: Marios Early Toast Mariosearlytoast .com	Elisa Herrera
Restaurant / Caterer	Maria's Mexican Tacos	Maria Moreno 530-823-8540 13483 Bowman Road, Auburn, CA	Mariasmexicanta co.com	Renee Regacho- Anaclerio



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Restaurant / Caterer	Mezcalito Oaxacan Cuisine	Francisco Garcia 916-251-7153 5065 Pacific Street, Rocklin CA	Mezcalitocuisine .com	Indira Infante
Restaurant / Caterer	Sabores Mexican Cuisine	Olivia Ornelas Norma Dominguez 916-786-2262 10271 Fairway Drive, Roseville, CA	Sabores- mexican- cuisine.res- menu.com Instagram: @saboresrosevill e_	Indira Infante
Roofing	SBI Roofing	Miguel Sepulveda 916-225-5535 miguel@sbiroofing .com	SBIroofing.com	Elisa Herrera
Special Event Decor	Flores Custom Creations	Luz Flores 916-751-8324 florescustomcreati ons@gmail.com	Facebook: Flores Custom Creations	Elisa Herrera Custom Pinatas and Themed Supplies