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Coms 333
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Assignment #2
Slug: Finally success in a needed community

The Taqueria of the Town



The wafting aroma of spicy jalapeño, fresh produce, fried beef and grilled chicken satiate the air, as make the sounds of the melting pot of those who appreciate an authentic taqueria.

To Rigoberto Garcia and Deisy Ramos is more than just a new small business, to the owners of Tacobook this venture was a dream come true.

Since its inception on July 5th, 2016 the owners had one focus in mind: to make Tacobook a place for the local community to enjoy home-made street tacos with a friendly atmosphere, at an affordable price.

For most, an endeavor like starting and growing your business from the ground up would prove to be a problematic and exhaustive experience in its right. But adding in the pressure and heat of

adapting to a new culture and community after their emigration makes the successes of Rigoberto and Deisy Ramos that much more incredible.

“I thought we weren’t going to make it past the first year.”

Overcoming the adversity and challenges presented through their emigration gave them the ingredients to navigate the hot grill that is American business culture.

But nothing could prepare the self-supporting family for what the heat of the kitchen... or the lack thereof would bring.

After two months of the business being open, the immediate prospects were not looking good for taqueria located on 1130th Broadway in Everett, adding to this the couple found out most of the equipment that came with the building was hardly working.

Garcia said, “I thought I wasn’t going to survive because of all the equipment,” Garcia went on, “I thought we weren’t going to make it past the first year.”

He added laughing that before he had opened his restaurant, he had dark black hair, but after the first year, he started to find more and more gray hair.

Luckily, Garcia and Ramos were able to gather enough money to repair the equipment and continue driving the business forward.

Garcia and Ramos passion for making this business grow has also fulfilled their second dream which was to create jobs for the community. Now they have a part-time staff that helps cook and unload the fresh produce.

After a year and a half Tacobook is still in its infancy, and already signs of growth are being shown.

What once a struggling business, Tacobook is now a thriving hotspot bordering the Everett Community College and the Everett University Center.

Much of the success is due profoundly impart to the full range of options and the fresh and homemade tastes and smells of the humble street-taco menu which includes but is not limited to: homemade creamy horchata, nine different types of meat, even the rare tripe and of course the iconic street taco mulitas.

“The tacos and torta, both were delicious, best tacos in Everett!” claimed local Everett residence, Mathew Litz.



The married couple's roots are deeply invested in the community Everett, much of what they think and do for the business is strategically thought with the motive of being a contributor to the community.

Garcia included that he wanted to be part of the solution to help the community grow rather than being a factor in the downfall of Everett.