

Small places can have big flavor.

Growing up in Westlake in the 90s wasn't easy. My father ran a mobile grocery truck, and would drive from neighborhood to neighborhood. By the time I was ten he'd saved enough to open a small grocery store of his own on 6th Street and Union Ave... where he's been for 25 years.

In November of 2010 I had the opportunity to open Mexican restaurant right next door to our family grocery, and *El Charro* was born.

Since then, *El Charro* has been providing excellent food to the neighborhood and beyond— catering on-site from Santa Clarita to Hemet and any city in between.

The past decade has seen us work with organizations including the *Ronald McDonald's House Charity*, *La Verne University*, *Children's Institute*, *Case del Pueblo*, *Peace Over Violence*, the Downey School District, Los Angeles Sheriffs Department, and *SafeRefuge*.

Even during the pandemic, my first instinct was to find a way to build something positive for the community we've grown. We've taken the chance to fully remodel and invest back into the neighborhood. That's not something too many other businesses in the area do, so it's important that *El Charro* stands strong— always being a clean, presentable place people can come eat, talk, and hang out.

Jose Heriberto Benavidez

El Charro, Los Angeles