



A Company Overview

La Familia Cortez Restaurants: 75 Years of Familia, Comida y Cultura

La Familia Cortez Restaurants began when founder and family patriarch Pedro Cortez purchased a fledgling café in San Antonio's Market Square for \$150. With family recipes and a dedication to customer service, he and his wife Cruz worked side-by-side to make the venture a success. That humble beginning planted a seed that has grown into some of the most iconic restaurants in San Antonio, as well as the cornerstone of the city's Historic Market Square and the heartbeat of Latino culture in the Alamo City.

A privately held, family-owned company, La Familia Cortez Restaurants operates four restaurants in the Market Square area and has real estate interests across San Antonio. La Familia Cortez includes Mi Tierra Café y Panadería with its adjacent Mariachi Bar, La Margarita Restaurant & Oyster Bar, Restaurante Pico de Gallo and Viva Villa Taquería. With second, third and fourth generation family members actively involved in the company, La Familia Cortez Restaurants includes more than 600 loyal team members dedicated to providing the highest quality food, authentic culture and sincere hospitality to each and every guest.

The company is guided by a single vision, "We will glorify God by honoring the vision of our founders, valuing family, preserving our culture and offering a world-class experience." As it works to honor that vision, its entire team operates under this credo: "We are in the business of feeding minds, bodies and spirits while exceeding the needs, desires and expectations of our guests each and every time."

A Mexican immigrant from Guadalajara who proudly proclaimed, "I'm an American by choice, not by chance," Pedro strongly believed in the need to preserve San Antonio's Mexican culture, already embodied by the city's color, passion, hospitality, art, music folklore, history and of course, its cuisine. His vision played a huge role in the revitalization of the restaurants' home, El Mercado (Historic Market Square). Once considered a blighted area of San Antonio, Pedro worked to help revitalize the area, now one of the most popular tourist destinations in San Antonio.

La Familia Cortez Restaurants strongly believes one of the main ingredients to its success continues to be creating a special connection with the community outside of the restaurants. That vision of active community involvement is rooted in how Pedro worked to develop his beloved El Mercado and preserve Latino culture in San Antonio. Pedro's community service and activism continue to inspire the family's community patronage and commitment to San Antonio, guiding the family's dedication to preserving Mexican culture in San Antonio.

In addition to its role in preserving and promoting Historic Market Square, La Familia Cortez constantly seeks to further contribute to San Antonio's vibrant urban environment and continued economic development, working diligently over the last several decades to reinvigorate downtown, particularly the west side and the area now designated as "Zona Cultural" by the City of San Antonio and the Texas Commission on the Arts.



About La Familia Cortez Restaurants

Established in 1941, La Familia Cortez Restaurants proudly provides the highest quality food, authentic culture, sincere hospitality and dedicated community patronage through four restaurants in San Antonio's Historic Market Square area. Mi Tierra Café y Panadería and its adjacent Mariachi Bar, La Margarita Restaurant & Oyster Bar, Restaurante Pico de Gallo and Viva Villa Taquería include more than 600 team members working alongside the second, third and fourth generations of the Cortez family to preserve and grow the traditions, flavors and culture that make San Antonio such a unique and vibrant city. For more information, visit www.lafamiliacortez.com.

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