

# Prudencio Unanue

**FOUNDER OF GOYA FOODS & LATINO BUSINESS PIONEER**



## **BACKGROUND**

Born in 1886 in Burgos, Spain, Prudencio Unanue immigrated to Puerto Rico at age 17 in search of opportunity. There, he began working in food distribution, gaining early insight into the needs of immigrant communities. He later studied business in New York before returning to Puerto Rico to marry Carolina Casal. In the early 1920s, the couple settled in New Jersey, where Unanue began importing Spanish food products, laying the groundwork for his future enterprise.

## **CAREER**

In 1932, Unanue founded what would become Goya Foods, starting as a small import business serving Hispanic families in New York. With a focus on quality and cultural authenticity, the company expanded its offerings beyond Spanish staples to include foods from across Latin America. By involving his family in leadership, Unanue built a strong, multigenerational business that grew steadily into a national brand. Today, Goya Foods is the largest Hispanic owned food company in the United States.

## **IMPACT**

Prudencio Unanue transformed the American food landscape by making Hispanic cuisine accessible nationwide. His work helped preserve cultural traditions while introducing new flavors to the broader public. Through Goya Foods, he created jobs, supported immigrant communities, and set a lasting example of Latino entrepreneurship. His legacy endures as a symbol of resilience, cultural pride, and the growing influence of Hispanic Americans in the United States.

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