

## **Fomentan Lo Saludable en el Vecindario de Pilsen**

Primer negocio hispano que gana licitación para operar en una estación de tren de la CTA

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POR: Belhú Sanabria/ La Raza | 06:44 pm | 01/18/2012 | [La Raza](#)

### **Promoting Healthy Food in the Pilsen Neighborhood**

First Hispanic business wins bid to operate at a CTA train station

Leticia Chavez and the two siblings Jose and Emmanuel Torres emigrated from Mexico to Chicago with the hopes of acquiring a better future through effort and dedication. They soon encountered an obstacle: not speaking English. This didn't stop them, but rather it gave them the desire to continue with their education.

Eight years went by before this trio decided to break through the business world. Chavez 41, dreamed of a business aimed at healthy eating, the Torres brothers had the same dream. This is how they decided to join forces and create a small business.

Jose Torres who was born in Mexico City began the conversations with the CTA to take part in the bid where 20 other businesses would compete. However, according to the partners, the determining factor that led to them getting the bid was that they presented a different concept, based on offering a product that is 100% natural, as well as creating jobs and community investment. Right now this is the only Hispanic business that operates inside one of the CTA train stations.

Lupito's Juice Bar is a business that opened two months ago and whose goal is to prepare healthy balanced meals. "We offer natural juices right out of the extractor, fresh salads and fat-free sandwiches. Everything is prepared on the spot while the client waits," said to La Raza, Leticia Chavez, who is one of the owners. "Given the fact that Pilsen is one of the highest obesity-prone neighborhoods, our business is trying to prevent obesity in our community," emphasized Chavez.

#### **Job Creation**

Why Lupito's Juice Bar? Emmanuel Torres shares with La Raza that they chose this name for their business in honor of his grandparents Maria Guadalupe and Jose Guadalupe, the latter died at the age of 94 and his longevity, according to Torres, was his healthy eating habits.

"The business was painted in a shade of green, this was fundamental for us, since now a day's everything is about going Green. The majority of our containers are recyclable. We also want to create an image of being environmentally conscious," said Torres.

For the Torres brothers as well as for Leticia Chavez, Lupito's Juice Bar is a local business that invests in the community. "We have students from Benito Juarez High School who are helping us. We are creating jobs and investing in the neighborhood" mentioned Chavez.

"These young men and women are getting experience in a business setting, they gain culinary skills through our paid internship. If in the future they choose something other than gastronomy,

they will at least have firsthand experience in business management. You have to be able to take advantage of opportunities as they come your way, with commitment and perseverance you can achieve many things,” finalized Emmanuel Torres, 30 years old from [San Luis Potosi] Potosino. Lupito's Juice Bar is located in the Pink Line Damen station- 2010 S. Damen, in the Pilsen neighborhood. Winter Hours are Monday through Saturday from 7am to 6pm.