



# LA CHOZA

MENUDAZO Y TAMALES

## More than half a century family tradition

*They say new beginnings are difficult. And though it's true, the important thing is to start. This was Sra. Rosalia Silva de Apodaca's motto when she became a widow and single mother of three.*

*Being an entrepreneurial woman with a fighting spirit, Rosalia decided to follow her dreams and opened Ysleta Tortilla Factory at the end of the 1950s. Apart from supplying tortillas and tostadas to the local supermarkets, Rosalia also sold delectable menudo and tamales to the public - a labor of love made from a recipe deeply rooted in her heart from her upbringing in Camargo, Chihuahua.*



*Soon, all of Ysleta and neighboring towns were craving a taste of Doña Rosa's unrivaled cooking. After her passing, her son, Emmanuel Apodaca Jr., and wife, Ana Maria, decided to continue the family tradition and founded a restaurant in Ciudad Juarez named La Choza. Since then, Sr. Ana Maria and her children have opened four additional locations in Ciudad Juarez, even expanding the menu offering to include a flavorful variety of authentic Mexican dishes. In 1999, La Choza Inc. opened its doors on the eastside of El Paso, TX, while its newest location on Montana Ave. opened at the beginning of 2020*