



U.S. Small Business  
Administration

# NEWS RELEASE

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## MASSACHUSETTS DISTRICT

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### **El Huipil Named Minority Owned Business of the Year** **Maynard-based Mexican restaurant expanding to three locations**

**BOSTON** – The Small Business Administration (SBA) has named El Huipil the 2019 Minority Owned Small Business of the Year for Massachusetts.

El Huipil earned the recognition for tremendous growth in both revenue and job creation. The family owned Mexican restaurant currently has two locations and opening a third. Head chef Alonso Moreno focuses on creating authentic craft Mexican cuisine using the freshest ingredients.

*“The Moreno family has worked hard to build a sustainable restaurant chain that is expanding rapidly throughout the region,” said SBA Massachusetts District Director, Robert Nelson. “It is an honor to recognize the Moreno family and share their inspiring story of success and entrepreneurial spirit!”*

Husband and wife owners, Alonso and Alma Moreno started El Huipil after having met while working together at a restaurant in Cambridge. In 2010, the Morenos started their own restaurant, and opened the first location in downtown Maynard with limited resources. They saved enough money to open a second location and sought guidance on writing a business plan in order to secure an SBA loan. They were referred to Spanish-speaking Senior Business Advisor, Awilda Irizarry at the Northeast Regional MSBDC, who helped them through the process.

*“My husband Alonso and I have been working together as a team for a long time and we are honored to be receiving this recognition,” said Alma Moreno, Owner of El Huipil.*

After securing financing to launch the second location, the Morenos paid off the loan in less than two years and already planning on opening a third location in Maynard. Over the last two years, El Huipil revenues increased almost 40%. The business also has expanded their staff from six to fourteen employees.

The Morenos are also active in the community with the Maynard and Acton Business Association. They also participate in charitable events in Maynard, including: the Maynard Education Foundation’s Taste of Maynard Fundraiser, the Maynard Christmas Parade, Maynard Fest, and the Spring Art Walk.

The company was nominated by Awilda Irizarry, Senior Business Advisor at the Northeast Regional MSBDC, a staff member of Salem State University.

Alonso and Alma Moreno will be honored at the annual SCORE Boston / SBA awards luncheon along with other 2019 Massachusetts Small Business Week winners at Assumption College on Wednesday, May 8th, 2019.

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**About the U.S. Small Business Administration**

The U.S. Small Business Administration makes the American dream of business ownership a reality. As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start and grow their businesses. It delivers services to people through an extensive network of SBA field offices and partnerships with public and private organizations. To learn more, visit [www.sba.gov](http://www.sba.gov).