

# Porto's Bakery

## Case Study: Inspiring Impact

Bank of America  
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Betty VO:

Life was tough in Cuba back in the 60's. My mom was fired from her job, so that's how she started making cakes for friends and families to support us.

[Visual of "The power to rise above" shows over the shadow of a tree, car drives down a road in the mountains, Betty Porto, Customer Relations, Porto's Bakery & Café, black and white photo of Betty's parents]

Raul VO:

My two sisters, my parents and I got into a bus to Havana, where we would be leaving the next morning. Some friends were waiting for us at LAX, and one of them said "I'm so glad that you're here because my daughter's wedding is coming up and I would really love for you to make a cake for us." That's how it started.

[Visual of trees and fields, bus driving down a road, bird's eye view of the ocean and clouds, Raul Porto, CEO, Porto's Bakery and Café, photo of a friend's daughter and husband, old photo of Mrs. Porto's, "The Porto's arrived in Los Angeles and turned mom's cakes into one of America's biggest bakeries."]

Margarita Porto:

Little by little, she started taking orders and making cakes. She'd have the house full of cakes everywhere.

[Visual of Margarita Porto, Head Baker, Porto's Bakery & Café, family around the dinner table]

Betty VO:

She doesn't stop. She doesn't go to bed. She doesn't sleep.

[Visual of cakes being made in the bakery, Betty speaking]

Raul VO:

Day one of opening up our first bakery, was really exciting for me. We had worked really hard to get to that day.

Since then, throughout the years, it's grown exponentially.

[Visual of workers in the bakery, customers and shuffling around of pastries]

Betty VO:

As we open more and more, the buzz is bigger and bigger. To have people stand outside your doors for four hours! Who does that?

[Visual of the bakery filled with customer, orders being filled, Betty speaking]

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Raul VO:

We just have a special connection with customers. Where you try to give them the best product that you can, at the most reasonable price.

[Visual of workers, pasties and drinks on a table]

Gilbert VO:

We had for years and years tried to do something in our downtown. They bring in roughly three thousand customers a day.

[Visual of City Hall, Gilbert Livas, City Manager, City of Downey, Los Angeles]

Raul VO:

The first account that we ever opened was with Bank of America, and today we still have that same account. We continue to work with them to grow our relationship.

[Visual of cars pulling out of a lot, workers pushing carts, Raul speaking, Porto's Bakery storefront]

Gilbert VO:

It is a place that has become, really an anchor in our community. The community pride that they generate is beyond value.

[Visual of drinks being handed to customers, Gilbert speaks, closeup of cakes, customers giving in orders]

Andy VO:

A family like the Porto's provide 1.6 million dollars of delicious pastries a year.

[Visual of smiling workers, the Porto's family around a table laughing, Andy Bales, CEO, LA Union Rescue Mission speaks, closeup of pastries, Betty handing them out to children]

Betty VO:

Being involved with the Union Rescue mission, was one of the best things we've ever done.

[Visual of Betty speaking to rescue mission workers, children standing around her]

Phillip VO:

A child might be crying and what I'll do, I'll grab a Porto's and take it to that child and they stop crying.

[Visual of little girl biting into a cookie, Philip Ashley, Cook Manager, LA Union Rescue Mission speaks, little girl licks her fingers]

Margarita VO:

To me, food is love. And I think food brings people together.

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[Visual of Margarita speaking in her home]

Gilbert VO:

The fact that you have this family that really pulled themselves up from the boot straps, it's the quintessential American story.

[Visual of Betty carrying a box of pastry, Porto's family speaking around a table, old family photo]

Raul VO:

It's taken us 40 years to get to where we are today.

[Visual of Betty opening a box with a birthday cake inside, children stand around the table]

Betty VO:

Porto's today is the same thing that it was when they first opened it. We just made it bigger. Everything in life is about giving back. You're only as good as what you leave behind as a legacy, when you leave this world.

[Visual of children eating cake, Betty sitting in her home, Betty standing on a rooftop overlooking the city, "What would you like the power to do?" appears center screen over Betty]

End card:

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We are proud to work with Porto's Bakery and Cafe, whose commitment to building communities and bringing people together makes life better for us all.

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