

Portos Bakery

Case Study: Inspiring Impact

[Visual of a title that reads: The POWER TO rise above]

Life was tough in Cuba in the 60s.

[Visual of a title that reads: Betty Porto, Customer Relations, Porto's Bakery & Cafe]

My mom was fired from her job. So that's how she started making cakes for friends and families to support us.

My two sisters, my parents and I got into a bus to Havana, where we would be leaving the next morning.

[Visual of a title that reads: Paul Porto, CEO, Porto's Bakery & Cafe]

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 really would love for you to make a cake for us." That's how it started.

[Visual of a title that reads: The Portos arrived in Los Angeles and turned mom's cakes into one of America's biggest bakeries.]

[Visual of a title that reads: Margarita Porto, Head Baker, Porto's Bakery & Cafe]

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

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

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, its grown exponentially.

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

We just have a special connection with customers, where you're trying to give them the best product that you can at the most reasonable price.

[Visual of a title that reads: Gilbert Livas, City Manager, City of Downey, Los Angeles]

We have for years and years tried to do something in our downtown. They bring in roughly 3,000 customers a day.



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.

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

[Visual of a title that reads: Andy Bales, CEO, LA Union Rescue Mission]

A family like the Portos provide 1.6 million dollars of delicious pastries a year.

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

[Visual of a title that reads: Phillip Ashley, Cook Manager, LA Union Rescue Mission]

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

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

The fact that you have this family that's really pulled themselves up from the bootstraps. It's the quintessential American story.

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

Portos 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 are only as good as what you leave behind as a legacy when you leave this world.

[Visual of a title that reads: WHAT WOULD YOU LIKE THE POWER TO DO?®]

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