

THE edge Business Spotlight CONNECTION

Noemi's Tamales

Noemi's Tamales are handmade gourmet tamales in the corn husk. Her tamales are gluten free and made from scratch with 100% vegetable oil and only the highest quality meats, such as beef brisket, boneless chicken breast, and Boston butt pork roast. Only fresh ingredients are used, including cilantro, limes, onions, garlic, mushrooms. Noemi's tamales can be found frozen or steamed fresh in local farmers markets. Recently, Noemi decided to expand her business and add a gourmet salsa line for added flavor and zest. The sauces include tamale sauce, salsa rojo and salsa verde.

Contact Noemi's Tamales Today!

Online: www.noemistamales.com

Phone: (770) 265-7440

Email: noemistamales@yahoo.com



Meet the Owner: Noemi's Tamale's

Noemi started cooking with her mother at the early age of four years old. She comes from a large family of seven kids. Her mother was a stay at home mom that took care of the household needs while her father went off to work. Because of the family's financial state, Noemi's mother grew most of their fruits and vegetables in a garden. Noemi enjoyed watching her mother cook and prepare meals for her and her siblings. She states, "My mother cooked everything from scratch. She would go out into our garden, pick fresh fruits and vegetables and teach us how to prepare different Mexican dishes, including tamales."

At age 20, Noemi found a job working for a Home Depot store. She would cook tamales for lunch and bring them to work for herself and her co-workers. Her co-workers fell in love with the tamales so much that they started to request more of them. They also started to refer Noemi to their friends and family.

In 2009 Noemi opened up her own café where she sold her tamales. As the request for tamales from family members, friends, and customers at the café increased, Noemi decided it was time to start selling to a larger market. That next year she was offered the opportunity to sell her tamales at several local farmers markets in Georgia. Noemi started her company brand with a \$2,000 small business loan. After deciding to no longer use the café to prepare her tamales, Noemi sought out a commercial kitchen. She met Melissa Mueller, The Edge Connection's Commercial Kitchen Manager, who introduced her to The Edge Connection and The Edge Kitchen program.

Noemi currently sends her menus to her customers through constant contact and sells her tamales out of the Edge Kitchen marketplace located at 2750 Jiles Rd, in Kennesaw. Look for her signed posted on Jiles Rd.

My vision for Noemi's Tamales is:

"I would like to sell my tamales in local super markets."