

# Veterans Business Success Story

## Alfredo Lugo

U.S. Air Force | The Jolly Jalapeno

Alfredo Lugo, Air Force Master Sergeant, attended a Boots to Business workshop simply to take advantage of the learning opportunity. While there, Lugo was focused on the entrepreneur journey. At the time he wasn't sure if he would open a business but wanted to keep his options open and take advantage of what he could learn while there.

As the months passed, Lugo has been making his salsa recipe for friends and family and was frequently asked why he didn't open a business and sell the product. He decided to contact his local Veterans Business Outreach Center, knowing it was the team that had taught him so much when he attended Boots to Business.

That initial advising session got him fired up and showed him that he could do it! Now, Lugo is the owner of "The Jolly Jalapeno" otherwise known as, "probably the best salsa you have ever had!" It comes in three different heat levels and a variety of sizes. He, along with his wife, have been selling out of their salsa almost as soon as they make and package it for sale. This husband and wife team are looking into expanding their business to keep up with the growing demand.

Lugo says, "I don't plan to become rich with running this business. I just want people in North Dakota to have a really good salsa!"

When asked what inspired this recipe he stated, "A family member has Celiac and needs gluten free food. I love to cook but I had to cook in a different way, therefore I found this to be a new challenge, one that I often find myself combing all my worldwide travel experiences and crazy food adventures together to produce gluten free meals. And, when you have been around the world the salsa here just doesn't taste the same! It's missing some zing!"

Lugo and his wife are not yet retired from the Air Force, but when they do, they plan to continue residing in North Dakota. Lugo has been all over the world but says the people in North Dakota are one a kind.

### RESOURCES:



*This husband and wife team are making salsa that sells out as fast as they can make it!*



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