



# Diverse Supplier Accelerator Case Study Olé Mexican Foods



## WHAT THIS PROGRAM MEANS

### A Family Business with Unmatched Support

“Creating great food that brings friends and family together at the table” is at the center of what Veronica and the Moreno family aim to do through *Olé Mexican Foods*. Partnering with Foodbuy and participating in the *Diverse Supplier Accelerator Program* allowed them to report double digit revenue growth since 2020.

### Mentors Make the Difference

While *Olé Mexican Foods* brought sizable scale and foodservice channel experience to the program, their mentor provided key guidance to maneuver through a complex business with the best use of resources, short cuts, strategy and associations.

“Entrepreneurial excitement can be contagious!”  
~Olé Mexican Foods

## WHY THIS PROGRAM MATTERS

“There is genuine interest in partnering, growing and learning from the Compass-Foodbuy Team. They are not just checking boxes.” ~ Olé Mexican Foods

“Success means building trust and relationships. It’s incredible to be part of their growth journey.” ~Anna D, Foodbuy Mentor

## LEARN MORE

Foodbuy’s priority is creating a supply chain strategy that’s diverse, equitable and inclusive. This is achieved by continuously updating internal processes, developing initiatives like the Diverse Supplier Accelerator Program and highlighting the value of our diverse suppliers. **About Diverse Supplier Accelerator:** Suppliers selected to participate in the program are assigned a dedicated Foodbuy mentor. The program lasts 12 months with the first quarter devoted to creating development and activation plans, followed by nine months of execution and progress tracking.

## AT A GLANCE



**Founder and President**  
Veronica Morena

**Certification**  
Hispanic-owned

**Founded**  
1988

**Compass Partnership**  
2020

**Accelerator Program**  
2021

**Revenue Growth**  
Double digits since 2020

