

BY ALDS. PEREZ, DONOVAN, WITKOWSKI, ZIELINSKI, COGGS, STAMPER,
BORKOWSKI, HAMILTON, RAINEY, LEWIS, JOHNSON

Resolution congratulating El Rey grocery store on its 40th anniversary.

WHEREAS,

EL REY

*celebrated 40 years of doing business in Milwaukee during a special event held on May 12, 2018;
and*

WHEREAS, *In 1978, Mexican immigrants Beto and Ernesto Villarreal opened the modest Super Mercado El Rey at 1023 S. 16th St. (now S. Cesar Chavez Dr.) and began their journey to creating one of the largest Hispanic-owned businesses in the state and today's El Rey chain of four stores, its tortilla factory and wholesale products business employs hundreds of workers; and*

WHEREAS, *In 2007, the El Rey Super Mercado moved from its original location across the street to a brand new building at 916 S. Cesar E. Chavez Dr., and the store is covered with painted murals depicting historic tales and culture, and filled with new equipment to continue to offer customers the El Rey experience; and*

WHEREAS, *El Rey is now woven into the fabric of Milwaukee and the stores and products are examples of the spirit of the city's community and opportunity and the ever growing and expanding Latino population in Milwaukee, now more than 20 percent of the city's total population; and*

WHEREAS, *In Ernesto and Heriberto's business there is a true sense of family as their wives, Olivia and Criselda, have worked at their side since the inception of the business in 1978, and as their children grew and finished school, one by one, they joined the company (as well as their spouses) and Ernesto and Heriberto never thought of themselves as great entrepreneurs, they only desired to build their business to serve the people of southeast Wisconsin, and they are humbled by El Rey's continued success and feel very blessed by their family; now, therefore, be it*

RESOLVED, *That the Common Council of the City of Milwaukee herewith expresses its sincere congratulations to El Rey on its 40th anniversary of doing business, and wishes it continued success and prosperity; and, be it*

FURTHER RESOLVED, *That a suitably engrossed copy of this resolution will be presented to the Villarreal family.*

Introduced by Common Council members José G. Pérez, Robert G. Donovan, Ashanti Hamilton, Milele A. Coggs, Jim Bohl, Russell W. Stamper, II, Mark A. Borkowski, Terry L. Witkowski, Chantia Lewis, Khalif J. Rainey, and Cavalier Johnson and approved by all members of the Milwaukee Common Council on May 30, 2018.