



Your Name: Jose Contreras

Title: Owner

Business Name: La Pachanga

Address: 2010 Beloit Ave., Janesville, WI 53548

Phone #: 608-373-7339

Directions & Business Hours: Corner of Kellogg Ave. and Beloit Ave. (formerly Casey gas station). Hours are 10 am to 10 pm seven days a week.

When was the business started? We opened in January 2009.

Describe your products/services: We serve delicious Mexican food, domestic and national beers and margaritas. Our food is prepared fresh every morning — from the homemade chips, salsa and guacamole dips to the most basic taco to the more complex dinners — we make it fresh every day for the best quality food we can serve.

What product, service or philosophy differentiates you from your competitors? We pride ourselves on offering a wide menu selection, fair prices and fresh, quality food.

What kind of training or background do you have? My background and experience is more in managing the business, and more importantly, customer service; so I've hired the best head cook around, and I leave the cooking to him.

What have you learned from this business? I have learned that people appreciate good food offered at reasonable prices. If you show your customers that you appreciate them and offer them great value, they will not only come back again, but they will tell their friends about you.

What are your future plans for your business? We are constantly looking for ways to improve our customer's experience with us. We will be adding to our menu and drink selection. We value customer feedback, and will make as many changes as we can based on that feedback.

What or who has had the most influence on the way you do business? My mother has really influenced the way I live my life, and I run my business with the same principles. She taught me the value of a hard-earned dollar, to treat people as I would like to be treated, and to give back to my community.

What have been some of the challenges you've faced, and how did you work them out? Our biggest challenge is getting the fresh ingredients on a daily basis. Since we pride ourselves in offering freshly prepared food, we refuse to use frozen or pre-prepped ingredients.

What do you find most rewarding about this type of work? It really is all about the customers to me; so happy, satisfied customers who come back again are the most rewarding part of my work!

