

# CHAPTER I

## Background

A little background on me. I didn't start my food business to make a million dollars. Anything is possible at this point BUT my company was started as a hobby. A few years back my youngest started school and I found myself with no one to play with during the day. My real job is with an airline (hence, lots of time off). I'm in my forties, divorced, and wanted something constructive to do with my time off instead of playing golf everyday. I've had my real job for the last twenty some odd years and I work for an airline where I don't have to worry about being laid off (we actually make money!).

My original product wasn't an old family recipe (I'm not Hispanic). My intent was to produce a product I felt needed to be brought to market.

My company was started with basically no money and no experience in the food industry. I now have 27 national awards under my belt, a nationally recognized company, and thousands of loyal customers. I know it can be done because I've done it. Hopefully you can too. Even if I make the million dollars I probably won't quit my job because I actually enjoy it!

I have been interested in the “fiery food” industry since it's inception in the mid to late eighties. I have nearly every issue of “Chile Pepper” magazine and was always interested in the annual product competition known as the “Fiery Food Challenge”. I realize we all have different goals in life but one of mine, as silly as it seems, was to win an award in this competition. At this point, Tuldys texmex has won every award in the industry including the “Scovie” award, the “Fiery Food Challenge”, and the “Texas Shootout”. I feel very fortunate to have accomplished what I have. I've learned a bunch, that's why I've put together this little book. I think this will help you avoid making the same expensive mistakes I made. Hopefully this book will guide you to make better decisions and save you money in the long run.

Mine is truly a company of the twenty first century. There is no office to speak of. When I need product I pick up the phone and order from my copacker. The inventory is stored in a climate controlled storage unit along with the necessary items used to run the booths at the shows we do. Shipping is done from a spare bedroom that houses a fax machine and a postal meter. All correspondence is sent to a “personal mail box” at the UPS store, and my cell phone is my office phone. From the road, remember I work for an airline and I'm gone half the time, I correspond with the shipping department with a laptop. You can do this and keep expenses low.