

# PRUDENCIO UNANUE

1886 - 1976



Prudencio Unanue and his wife, the former Carolina Casal, another immigrant from Spain. They married in Puerto Rico in 1921.

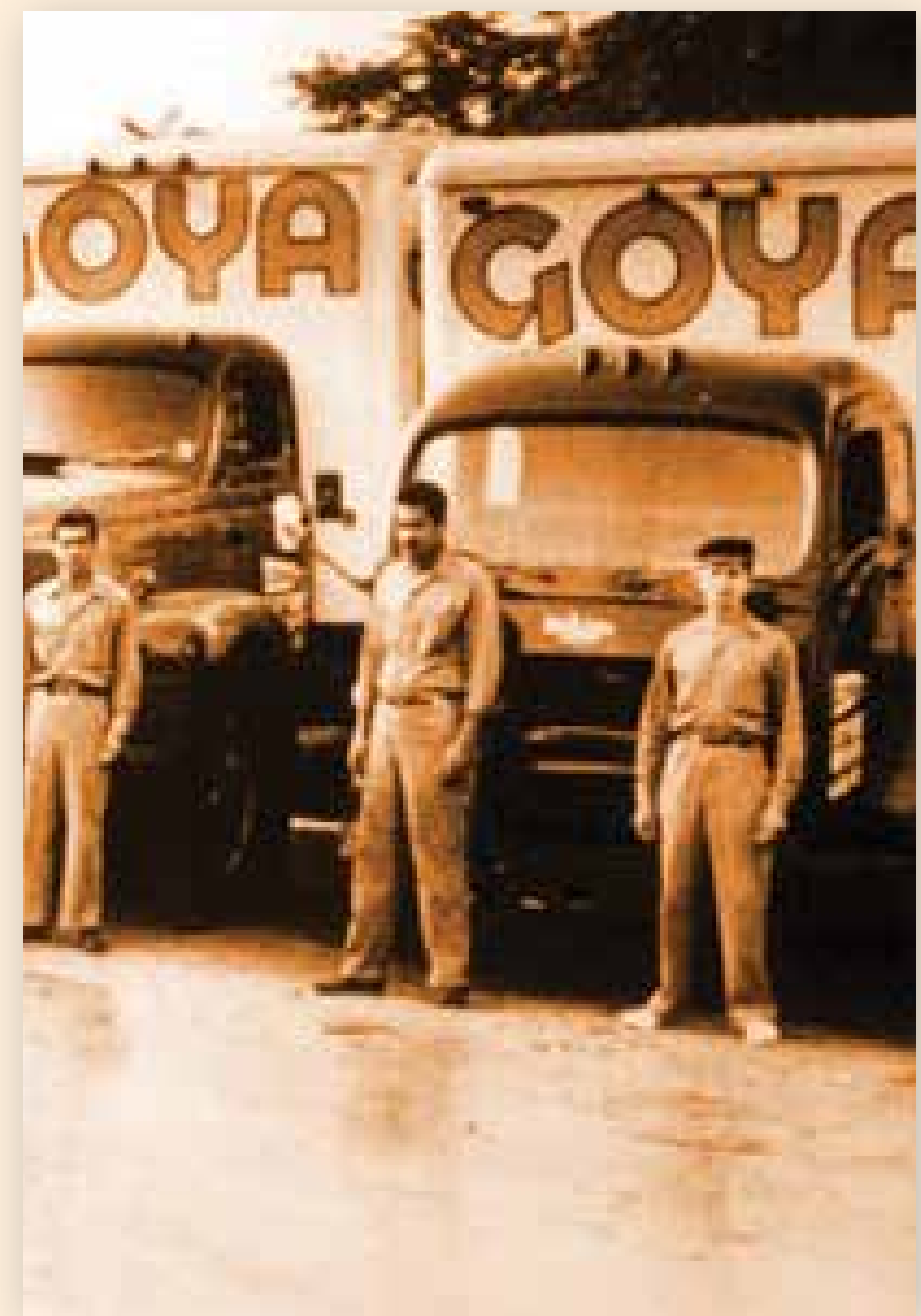
Prudencio Unanue founded Goya Foods in New York City in 1936, selling Spanish foods to the city's growing Hispanic population. Today Goya is one of the largest Hispanic-owned business in the United States.

Unanue was born and raised in Valle de Mena, Spain. At 18, he moved to Puerto Rico, where he started a small food business. In 1918, he moved to New York City to enroll in the Albany Business School, returning to Puerto Rico in 1921. In 1928, he moved to Brooklyn and imported foods from Spain. In 1935, Unanue and his wife began selling olive oil and spices from a storefront in Lower Manhattan.

When the Spanish Civil War cut off his supplies, Unanue sold sardines from a Moroccan company named Goya. He later bought the sardine company's name for \$1, as an admirer of the great Spanish painter and believing the name easier to pronounce, and in 1936 he founded Goya Foods.

Unanue expanded to supplying bodegas in New York and New Jersey and purchased Goya's first factory in 1958, in Brooklyn. Today, Goya Foods, headquartered in New Jersey, distributes more than 2,000 products worldwide.

Unanue and Goya Foods have contributed to civic, religious, and cultural organizations in Puerto Rico and the United States, including the National Puerto Rican Day Parade and the Museum of Modern Art in New York City.



As he continued to grow Goya Foods, Prudencio Unanue often told younger family members, "If it were easy, anyone could do it."