

## **LATINO COALITION CHAIRMAN HECTOR BARRETO™S TRIBUTO A MI PADRE TEQUILA RECEIVES THE 5 STAR DIAMOND AWARD**

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Los Angeles, CA [– Tributo A Mi Padre Tequila, founded by The Latino Coalition's Chairman Hector Barreto, has been awarded the 5 Star Diamond Award. This prestigious award has traditionally been reserved for long established luxury leaders like the Plaza Hotel in New York, Trump properties, select Beverly Hills hotels and Mercedes Benz.

"The Latino Coalition congratulates our Chairman Hector Barreto, the founding CEO of the new Tributo A Mi Padre Tequila, on his company's recognition as the only Tequila in the world to receive the award from the American Academy of Hospitality Sciences," said Allen Gutierrez, National Executive Director of the Latino Coalition.

"As an organization that is devoted to empowering and celebrating Latino small businesses achievements, we are thrilled to see this Latino-owned and operated business, established in honor of Hector's late father, Hector Barreto, Sr. succeed and grow," said Gutierrez. "The announcement of this award in proximity to Father's Day this Sunday is apropos."

"Hector Barreto was recently inducted into the Minority Small Business Hall of Fame, alongside his father, as a testament to their entrepreneurial drive, business ethics and commitment to the success of all minority communities," added Gutierrez. "These achievements truly serve as an inspiration to our members. With a focus on the highest quality products and services and access to "The Four C's" – capital, capacity, contracting and reducing cost, we believe today's emerging Latino businesses can not only be successful, but can inspire national and international recognition."

The Latino Coalition was founded in 1995 by a group of Hispanic business owners from across the country with a commitment of "building communities and partnerships for a stronger America." It has grown into an active membership organization that is now one of the most effective national Latino groups addressing issues that directly impact businesses and consumers as well as affect the well-being of Hispanics in the United States. The organization's agenda is to develop initiatives and partnerships that will foster economic equivalency and enhance overall business, economic and social development of Latinos. TLC is a non-profit nationwide organization with offices in Washington, DC, Southern California, and Guadalajara, Mexico.

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**WHERE :**

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