

In 2017, I opened Tender Smokehouse, and thanks to supportive investors and a hardworking team, we quickly garnered attention. In 2019, Yelp ranked us number 2 in the nation, among other recognitions. I cherished our loyal customers and dedicated staff who helped us grow rapidly.

Yet, I felt something was missing - the beloved foods of my childhood. This led me to travel to Los Angeles, Phoenix, and back to my hometown of El Paso, TX.

Ultimately, I decided to sell my shares of Tender Smokehouse and fully commit to the Taqueria business. My focus is on creating simple yet flavor-packed tacos. For those who know me, simplicity is key. Our menu will be small but designed to keep you coming back for more. We strive to treat every guest like a VIP, as your satisfaction is our top priority. Our Taqueria will offer a clean, comfortable, and welcoming atmosphere.

This venture pays tribute to my late Aunt LaLa Armendariz, and draws inspiration from the passionate cooks of Los Angeles. Additionally, it honors the memory of Erin Hendrickson, known as Lala to her nieces and nephews, who left us too soon.

We chose Prosper, Texas, as the home for our special little restaurant. My wife Lana, our two daughters, and I are excited to share a piece of our family with you. We look forward to meeting you all soon and welcoming you to our Taqueria.

- Dante Ramirez

The logo for LALA'S TAQUERIA features the name "LALA'S" in a large, stylized, red font with a yellow outline and a slight 3D effect. Below it, the word "TAQUERIA" is written in a smaller, white, sans-serif font. The entire logo is centered at the bottom of the page.