

# EL BOLILLO CORPUS CHRISTI

Artisanal tradition meets modern craftsmanship



Catherine Nash, Creative Planning



# The El Bolillo Story

Founded in 1998, El Bolillo Bakery began as a small Mexican bakery on Airline Drive in Houston's Greater Heights. Today, the bakery maintains established operations with 5 locations in the Houston MSA, where its commitment to warm hospitality and hundreds of fresh, traditional Mexican baked goods has earned a loyal following and strong community support.

As the bakery looks ahead to future expansion, El Bolillo is actively evaluating the Corpus Christi and Dallas markets as potential next locations. The company is excited about the opportunity to welcome another community while continuing its mission of sharing culture, craftsmanship, and freshly baked goods and building long-lasting local relationships.





# Traditional Mexican Baked Goods

Over 100 varieties of traditional Mexican baked goods produced using time-honored recipes and consistent, large-scale production, along with custom cakes for weddings, quinceañeras, and other special occasions, plus a wide assortment of dessert items.

**Pan Dulce**

**Conchas**

**Panaderos**

**Bolillos**

**Pan de Muerto**

**Cuerno De Queso**

**Marranitos**

**Telera**

**Rosca de Reyes**

**Caracoles**

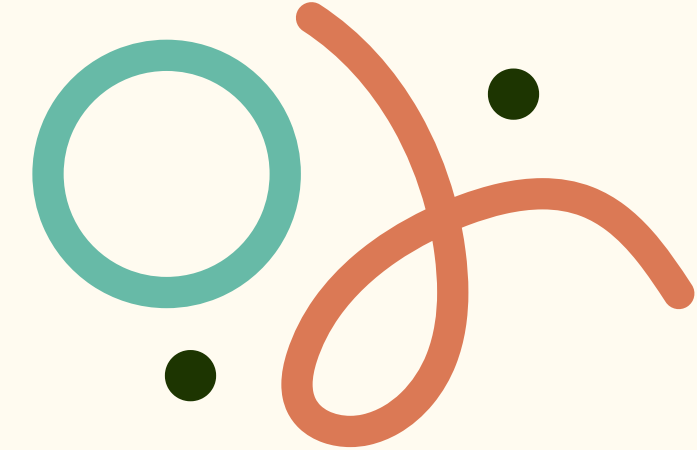
**Girasol**

**Tortillas**

**...baked fresh every day!**



# Coming to Corpus Christi



## Proposed Expansion Opportunity

### The Project

- State-of-the-art wholesale production facility with on-site retail bakery
- Industrial-scale operation designed to serve Corpus Christi and the greater South Texas region
- Built for growth, combining modern baking infrastructure, efficient logistics, and a neighborhood storefront experience

### Distribution Platform & Regional Growth

- Strengthens regional supply chains serving local grocers, restaurants, and small businesses
- Expands strategic distribution partnerships with Sysco, Performance Food Group, and Flowers Foods
- Positions Corpus Christi as a strategic South Texas hub for food production and distribution
- Increases customer visits to the area, supporting surrounding retail shops and corridors

### Quality Jobs & Clear Career Pathways

- Accessible entry-level positions with low barriers to entry for local residents
- Paid, hands-on training with opportunities for certifications and cross-skill development
- Defined advancement pathways from production and retail roles into skilled, supervisory, and leadership positions
- Stable, long-term employment designed to grow alongside both the business and the workforce

# Rooted in the Communities It Serves

1

## Community Support & Involvement

- Creates local jobs across baking, production, and distribution
- Actively gives back through partnerships with schools, nonprofits, and community organizations
- Provides ongoing support for educators, students, first responders, and families through donations and local initiatives

2

## Community Roots & Cultural Connection

- Serves as a cultural gathering place, offering food tied to everyday routines and family celebrations
- Deeply connected to regions where Mexican and Tex-Mex traditions shape local identity
- Builds community through familiar flavors that reinforce shared culture and belonging



"Whether you're celebrating a special occasion with one of our custom cakes or simply stopping by for a warm bolillo, there's something here for everyone. Our mission is to create a space where all are welcome, regardless of background or budget."

**-Andrew Miller, Chief Operations Officer**

# Employment Philosophy

Certified Skills. Clear Pathways. Real Careers.

## Hiring & Development

- Low barriers to entry with opportunities for advancement
- Comprehensive orientation and job readiness training from day one
- Cross-training across bakery, production, and retail functions
- Structured development pathways designed to build long-term skills

## Leadership

- Commitment to promoting from within whenever possible
- Structured management and leadership development programs
- Individual coaching to prepare high-potential employees for advancement
- Clear expectations and accountability at every leadership level

## Benefits

(Available to hourly and salaried employees)

- Medical insurance
- Vision and dental coverage
- Prescription drug benefits
- Wellness and employee support resources
- Voluntary benefits including life insurance, AD&D, and short-term disability

Committed to  
Building  
Community  
Partnerships

# CCREDC Support

## Job Impact

**121 new jobs** across production, distribution, and support

**\$3.6M in new annual payroll**, supporting local families and workforce growth

## El Bolillo's Ask

**\$363,000 TYPE B INCENTIVE REQUEST**

Supporting the creation of 121 jobs through investment in permanent furniture, fixtures, and equipment (FFE) and infrastructure improvements.

Operational in 2027, driving long-term job creation, regional food production, and community investment in Corpus Christi.

## Project Investment

**Real Property Improvements: \$3,600,000**

**Personal Property Improvements: \$1,600,000**

**Inventory & Supplies: \$800,000**

**Land Acquisition: TBD**

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**Total: \$6,000,000+**



# THANK YOU



Company Representative

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