

Business Spotlight | by Council Member Del Rosario



Rose and Luis Barreto are the owners El Pancho Mexican Food, which is currently a food truck located at 290 East Main, but also found at many City events, such as Orchard Days and our Hometown Markets.

For Rose and Luis Barreto, it isn't just a business—it's a way of life. Luis grew up in the restaurant world, learning the craft from his parents who owned a restaurant in Mexico. With more than 20 years of professional experience, he has been cooking authentic Mexican food

his entire life. When he and Rose moved to Utah from Seattle during the pandemic, they noticed something missing: authentic Mexican flavors like the ones Luis grew up with. That gap sparked the idea to bring their own tradition of cooking to the community.

Their first step was a taco truck, an affordable way to start sharing their food while dreaming of someday opening a full restaurant in Santaquin. In April 2022, they began serving the community from the corner of 100 East and Main Street, and in May 2024 they purchased the property at 290 East Main to grow their business even further. Today, their menu includes breakfast, lunch, and dinner, with hours posted on social media, and even the option to order through DoorDash.



Rose, who grew up in nearby Genola, says choosing Santaquin felt natural. "Everybody knows everybody here," she shares, describing the hometown feel and friendly, neighborly spirit that welcomed them right away. The Barretos love that Santaquin has been so supportive of their journey, helping them turn a food truck dream into a permanent part of the community. After just one year of living in Santaquin (previously living in Genola), they already feel at home and plan on staying for years to come.

Looking ahead, Rose and Luis are excited about their future in Santaquin. They hope to continue growing their business and one day open a restaurant at the property their food truck is currently located at, where friends and families can gather. Until then, you'll find their food truck serving up the same authentic meals that have already made them a local favorite.