



Rooted in New Mexico, Bueno Foods continues to feed its communities

Donates \$100,000 in 2025 and plans to continue efforts in 2026

FOR IMMEDIATE RELEASE

Media Contacts:

E.J. Hein, heward@buenofoods.com, 505-243-2722

Tom Garrity, bueno@garritypr.com, 505-898-8689

ALBUQUERQUE, N.M. — Bueno Foods is continuing its long-standing commitment of supporting the community it proudly calls home with a donation valued at \$100,000 in food products in 2025. Supporting local families, food banks and community organizations across New Mexico, Bueno Foods plans to continue its support in 2026. As the company approaches its 75th anniversary, it remains committed to strengthening the communities that have supported the brand for generations.

“Our responsibility extends beyond our food products,” said Gene Baca, president of Bueno Foods. “When families in our communities need support, we are there. Commitment to our communities is part of who we are and how we operate.”

Donations were made throughout 2025, with a concentrated push during the holiday season. Products, including tortillas, prepared foods, and green chile, were distributed to partners such as Roadrunner Food Bank and St. Felix Pantry, among others.

“The Baca family has been in New Mexico for over 400 years, Bueno Foods in business for 75 years. As a family-owned company with deep roots, we are committed to supporting our community in meaningful ways, including helping ensure families have access to food when they need it most,” Baca said.

Bueno Foods will continue its food donation efforts in 2026 by strengthening partnerships with food banks and community organizations statewide and identifying additional opportunities to meet growing needs. The company remains focused on ensuring families have access to high-quality, culturally familiar food products year-round.

Bueno Foods focuses its charitable efforts on developing a sustainable economy and fighting hunger. To learn more, visit <https://buenofoods.com/community/>.

About Bueno Foods

Founded in 1951 in Albuquerque, New Mexico, Bueno Foods is a family-owned food company best known for its authentic New Mexican green and red chile, tortillas and frozen Mexican foods. Drawing on chile grown in the fertile Hatch and Rio Grande River Valleys, Bueno Foods produces a full line of flame-roasted chiles, tamales, enchiladas and other traditional favorites that bring the flavors of the Southwest to tables across the country. With more than seven decades of experience, the company remains committed to quality, flavor and preserving New Mexico’s unique culinary heritage. For more information, visit buenofoods.com.

2001 4th St. SW | Albuquerque, NM 87102

505-243-2722 | <https://buenofoods.com> | bffeedback@buenofoods.com