

Manuel Berber
Mi Rancho Tortilla Factory

Mi Rancho was started in 1939 and in 1954 my Father and Grandfather purchased the business located on 7th street in Oakland, CA. This was the site of the former Southern Pacific passenger depot. Mi Rancho made fresh tortillas and was also home to a Hispanic store front and deli that sold fresh tamales. Mi Rancho was a family business and I was always involved in Mi Rancho in some manner while growing up.

When I began working full time I took an interest in our growing tortilla business. By the early 90's Mi Rancho was making fresh tortillas for local restaurants and businesses on a production line basis. We had purchased new equipment to keep up with demand. While my younger brothers worked in the storefront I was making door to door sales calls on new customers with fresh product in the back of a pickup truck.

I had a vision to make the best and freshest products and deliver them to restaurants and businesses not only in the Oakland area but beyond. Hard work and a fresh, great tasting tortilla paid off and our tortilla business was building. To increase our product line Mi Rancho began making ready to fry tortilla chips and we began delivering them to several chain restaurants that I had taken samples to. The demand was explosive and pushed Mi Rancho into a new era of tortilla making.

By the mid 90's the foodservice business was bursting at its seams and we could no longer operate in the limited facility on 7th street. The family store front business was sold I became President and Owner of Berber Foods Manufacturing (d.b.a. Mi Rancho Tortilla Factory) and moved the operations to Livingston street in Oakland. This was a 35,000 square foot facility and was my first opportunity to begin to build a modern facility.

Mi Rancho continued to grow and we quickly out grew our space in less than two years and in 1999 I moved Mi Rancho to our current 75,000 sq ft facility in San Leandro. We purchased state of the art equipment and kept perfecting our art of making fresh tortillas and related products. Our work force tripled in size and our business grew beyond the Bay Area to include regional, national and worldwide export.

Today Mi Rancho has begun a new era in our retail tortilla product line and is rapidly expanding into supermarkets locally and regionally. The company continues to grow and prosper under my vision of providing the best tasting and freshest products that can be made.

Mi Rancho is still a family business today with my wife Carol and two sons Andrew and Alex helping with day to day operations. We have a long tradition of what we do and I am confident that we will continue to keep that tradition for future generations.