



Víctor Mendoza

Fueling hispanic entrepreneurship through food innovation

Title: Owner

Organization: Food Trucks Customized LLC

Age: 36

Víctor Mendoza, a Venezuelan entrepreneur based in Miami, has redefined what it means to merge creativity, innovation, and business impact. As the founder of Food Trucks Customized LLC, he developed an original trailer model that integrates plumbing, electricity, and refrigeration in a compact, efficient design—revolutionizing how small business owners can break into the food industry.

Since its launch, Víctor's company has generated more than \$1 million in sales of food trucks and trailers, directly empowering dozens of Hispanic-owned businesses across Florida, Texas, and North Carolina. By removing barriers to entry and offering turnkey solutions, he has helped families transform their culinary dreams into thriving businesses. His expertise has also attracted major partnerships with well-known brands, including Caracas Dog, which purchased four trailers, and Hot Dog Maracay, which added five trailers to its growing fleet.

But Víctor's influence extends beyond his company's

success. He has served as a judge in gastronomy events, championing culinary creativity and innovation, and authored a book chronicling his entrepreneurial journey, inspiring others to pursue their ambitions despite obstacles. His story reflects not only resilience and determination but also a deep commitment to uplifting others through entrepreneurship.

Now, with eyes set on global expansion, Víctor is preparing to take his innovative business model to Tenerife, Spain, bridging opportunities between Latin America, the U.S., and Europe. His vision is to create a worldwide network of mobile food entrepreneurs, further amplifying the reach and impact of his designs.

Through his work, Víctor embodies the entrepreneurial spirit of the Hispanic community. His journey is one of building opportunities not only for himself but for others—demonstrating how innovation and perseverance can drive impact across borders. As he continues to expand internationally, Víctor Mendoza remains committed to empowering the next generation of entrepreneurs to dream big, take risks, and create businesses that uplift entire communities.

