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**ROD TAFOYA, PRESIDENT OF MISSION YOGURT INC., SELECTED AS 2013 BUSINESS MAN OF THE YEAR BY HISPANIC CHAMBER OF COMMERCE OF METRO DENVER**

*Top Airport Concessionaire Has Big Year with this Designation and Opening of Two New Concepts at DIA – Root Down and Udi's Cafe & Bar*

**DENVER, Colo. – May 24, 2013** – The Hispanic Chamber of Commerce of Metro Denver honored Rod Tafoya, president of Mission Yogurt, Inc., as the recipient of its 2013 Business Man of the Year award. The award was presented the Chamber's annual Business Awards Luncheon May 23.

A total of 10 award recipients were recognized in various categories for their outstanding leadership and support in the community at the luncheon, attended by more than 800 people. In addition to Business Man of the Year, categories included Business Woman of the Year, Chamber Advocate of the Year, Corporate Advocate of the Year, Non-Profit of the Year, Hispanic Small Business of the Year, Young Professional of the Year, Public Official of the Year and the Ronald E. Montoya Lifetime Achievement Award.

The Chamber's criteria for selecting the Business Man of the Year included business successes and profitability over the past year, adaptability in a changing business world and involvement and job creation in the Hispanic community.

Founded in 1988 by Denver-native Tafoya, Mission Yogurt, Inc. grosses more than \$30 million in sales annually, employs more than 400 people (nearly half of them Hispanic) and operates a variety of highly-successful airport concepts, including the busiest Einstein Bros Bagels franchise location in the nation, and Denver International Airport's (DIA) highest grossing restaurant measured by sales, Timberline Steaks & Grille. Mission recently opened Udi's Café & Bar at DIA, and will bring popular local concept Root Down to the airport in July.

"I am proud to receive such a distinguished award from an organization I have been a member of for more than 20 years, and hold in such high regard," said Tafoya. "The Hispanic Chamber of Commerce of Metro Denver has been an important advocate for minority businesses such as mine."

**About Mission Yogurt, Inc.**

Denver-based Mission Yogurt, Inc. and its subsidiary companies own and operate food and beverage concepts primarily in high traffic airports. Boasting more than 25 years of experience in airport operations, Mission Yogurt, Inc. specializes in full-service dining and bars, fast food, and fast casual dining and bars. With a focus on high-quality food sourcing and environmental sustainability, Mission's restaurant concepts offer travelers natural meats and organic produce, in an appealing environment. Closing 2012 with more than \$30 million in annual sales, Mission Yogurt, Inc. continues to grow, owning and operating restaurants at Denver International Airport, San Jose International Airport and San Diego International Airport. For more information, visit [www.dia-food.com](http://www.dia-food.com).

**About the Hispanic Chamber of Commerce of Metro Denver**

The Hispanic Chamber of Commerce of Metro Denver, established in 1978, is Denver's first minority chamber of commerce as well as the largest. During the Hispanic Chamber's 34-year history, it has led the way for minority business development and won local, regional and national recognition for its achievements, innovations and leadership. The Hispanic Chamber of Commerce's mission is to promote and advance the growth of Hispanic business. For more information, visit, <http://www.hispanicchamberdenver.org>.

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