El Jarocho is a food truck located on the corner of West Road and N Eldridge, in Houston, Texas and established by Yadi Salazar. The food truck is decorated in bright orange and a huge chicken cartoon is placed in the center of the truck. The menu is also on display on the truck, the menu is simple but extremely popular in the neighborhood. The menu is based on a whole chicken with sides of rice, charro beans, a grilled onion and green jalapeño salsa and was inspired by the street food of Veracruz, Mexico. Why take inspiration from street food from Veracruz you may ask? Yadi’s parents are full blooded Veracruzanos nicknamed Jarochos which is also how he came up with his business title and that is what he wanted to represent in Texas. Yadi was born in Houston Texas on January 8, 1983 and has spent his entire life in the city, he grew up with three other siblings, two brothers and one sister. It was a family of six at the time sharing a house with one bedroom in a neighborhood known as Cottage Grove. As he describes it Cottage Grove back in the day was a dangerous neighborhood all you would see where fights and “gangsters”. As a child he attended Stevenson Elementary and went on to Hogg Middle School and from there he went to Waltrip High School he did not have many after school activities he only enjoyed playing basketball.
After high school he started a family of his own and spent a couple of years working for his father's construction company but all he ever really wanted to do was to own a restaurant and of course sell chicken so after many laughs and judgment he decided to just go for it all on his own it took a total of five years to save up for his food truck and he does claim he failed in the beginning he didn't even know how to cook the chicken it would come out bloody at first but sometimes you just have to continue to try until you get what you wish for. He now has 8 years with his food truck with the help of his two daughters, and is hoping to open a restaurant of his own in the years to come.

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Source: El Jarocho Personal Interview, October 19, 2015, Houston, Texas