

news

August 19, 2005

By Cathryn Stephens

Eugene - A Eugene-based wholesaler is branching out, to serve the growing Latino community. They're filling the demand for quality Hispanic cooking supplies.

Tamale steamers, calderos and tortilla pressers are just some of the new inventory at Gress Northwest wholesale distributors in west Eugene.



"People drive all the way to California to actually get a piece like this. It doesn't mean that they're going to get the Hispanic quality, but it means that the size is the important issue because of the holidays coming in," said Guillermo Delgado, with Gress Northwest.

The 25 year old company has traditionally sold school supplies, housewares and cosmetics. With a growing Latino community, company officials saw an opportunity and are now the exclusive supplier of authentic cookware to restaurants and markets on the west coast.

"When we get in there and take samples and that's the important thing, people have to really touch and feel the product to see the quality to recognize those brands like Imusa and Sanper, Corona and Victoria, you know the brands that they're used to that they're not able to find here," said Chief Operating Officer Paul Boldy.

He says he recognized the local Latino business boom and knew the company was well-placed in the middle of the I-5 corridor.

"As you go into different areas, you know, those percentages are so much higher, so we think this can only get bigger so we're very, very excited about it," said Boldy.

Officials at Gress Northwest have had their Latino cookware catalog translated into Spanish and they have Spanish-speaking employees to take orders over the phone.