

# NJ-Based Empanada Guy Celebrates Rebranding with Popular Food Trucks & Restaurants Going Nationwide

FREEHOLD, NEW JERSEY, USA, September 21, 2018 / EINPresswire.com/ -- Gourmet food trucks are something that more and more people appreciate every day. One of the East Coast's leaders in the space since 2012 has been Founder Carlos Serrano and CEO Gigi Serrano of [Empanada Guy](#), who specializes in delicious traditional Latin dishes served with incredibly positive energy and a smile. In exciting news, and in a celebration of all that's good about the American Dream, Empanada Guy recently announced their rebranding and expansion nationwide, spreading the love with their much-more-than-addictive and fun menu and service. Building Empanada Guy from the ground up, it is now considered one of the fastest growing food truck companies in the tri-state area.



"I am so proud and excited to embark on this new chapter with my Empanada Guy staff, family, fans and customers to reveal the exciting growth, expansion plans, and rebranding to bring our company to the next level" commented Gigi. "Carlos always promised our girls and me when he was making them in our home, hustling part time to sell them after his full-time job one day he would make Empanadas mainstream by bringing them to all homes in America and it's amazing to see it all happening."

Along with the official rebranding they are now fully USDA approved and will be able to distribute their empanadas throughout the United States, news sure to excite Latino food enthusiasts near and far.

Carlos remarked, "Back in 2012 with no marketing or branding experience I put myself in an awkward position, but I knew my product needed transparency and connection to the consumer. By default, I became the brand, and it was surreal to see my face on the trucks. I am fully aware I am not Brad Pitt so now after 5 years and heading into another phase of my business I had to recreate the image in a more relatable fashion to connect with a national audience. I want to personally thank my corporate staff and my family for spending countless hours to help to create this new image. It's always an adventure in the EG World so stay tuned because it's only the beginning."

The Empanada Guy menu offers many different highlights including beef, chicken, pork, cheese,

and chorizo empanadas; specialty sandwiches; deserts; and a wide selection of sides. Their truck, mall, and restaurant menus all offer various choices making Empanada Guy a great decision for a day or a night out, no matter if it's a quick bite or a full meal.

The company is happy to offer their trucks for hire for special events and in the past have frequently served festivals of all kinds, sporting events, street fairs, parties, and much more. Reaching out to Empanada Guy for details is simple on a special section of their website devoted to this aspect of the business.

For more information be sure to visit <http://empanadaguy.com>.

#### About Empanada Guy:

Empanada Guy is one of the fastest growing gourmet food trucks and restaurants in the United States. We specialize in empanadas and other traditional Latin dishes. Today, our red trucks can be seen at events all over New Jersey, where the business began in 2012. At Empanada Guy, our passion, values, and goals are based on one thing, the drive to succeed! We are passionate about delivering our guests the highest quality Latin food, food, all the while, developing our people.

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