

Texas Brand, Pretty Thai, Earns Competitive Grant Through Santander's Cultivate Small Business Program

AUSTIN, TX, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Pretty Thai, the specialty food company bringing bold, authentic Thai flavors to home kitchens, has been selected as a grant recipient through the prestigious Santander Cultivate Small Business Program, receiving an \$8,500 growth grant in recognition of the company's business potential and commitment to innovation within the food industry.

The award follows the successful completion of Santander's intensive 12-week Cultivate Small Business Program, a nationally recognized accelerator designed to help food entrepreneurs strengthen their operations, refine their business strategies, and prepare for sustainable growth.

In addition to graduating from the program, every participant receives a \$2,500 grant. Pretty Thai was one of only nine businesses selected to receive an additional competitive growth award based on its business plan, progress throughout the program, and future growth potential.



Pretty Thai

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Robert Strong

"This program challenged us to think bigger about the future of Pretty Thai," said Robert Strong, founder of Pretty Thai. "Beyond the financial investment, the mentorship, education, and community have given us greater confidence and a stronger roadmap for scaling our business while staying true to the authentic flavors that inspired Pretty Thai from the beginning."

Throughout the accelerator, entrepreneurs participated in intensive business development sessions covering financial management, marketing, operations,

strategic growth, and leadership. The program culminated with graduates presenting comprehensive business strategies designed to support long-term success.

The additional funding will help Pretty Thai continue expanding its product offerings, strengthen its market presence, and bring authentic Thai flavors to even more consumers across the country.

"Food has an incredible ability to bring people together," Strong added. "Our mission has always been to make authentic Thai flavors approachable, exciting, and accessible. This recognition validates the direction we're headed and provides meaningful momentum as we continue growing."



Chef Robert Strong

The Santander Cultivate Small Business Program is designed to strengthen underserved entrepreneurs by providing education, mentorship, networking opportunities, and access to capital equipping small businesses with the tools needed to thrive in an increasingly competitive marketplace.

As Pretty Thai continues its next chapter of growth, the company remains focused on delivering premium, chef crafted products that celebrate the vibrant flavors, traditions, and culinary heritage of Thailand while making them easy for everyday home cooks to enjoy.

[About Pretty Thai:](#) Pretty Thai creates premium Thai-inspired food products that bring authentic flavors and approachable cooking experiences to kitchens everywhere. Inspired by the rich culinary flavors of Thailand, the brand is dedicated to helping consumers experience vibrant, restaurant-quality flavors through thoughtfully crafted products made with quality ingredients.

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