

MAMA BELLA HOT SAUCE LLC

SBDC Client Success Story



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Mama Bella Hot Sauce LLC, established in November 2010, stands as Yuma County's only FDA-approved salsa business. Ana Bella's journey began with a deep-rooted love for peppers and fresh lemon juice, inspired by the abundance of fresh lemons in her hometown of Yuma, Arizona. She experimented with blending habaneros, onions, and lemon juice to create a unique tomato-less habanero hot sauce. Today, Ana Bella's Salsa is a beloved local brand, showcasing Yuma County's agricultural bounty and entrepreneurial spirit. Mama Bella Hot Sauce LLC donates a percent of her sales to Hospice of Yuma in memory of her mother Bella, who is the face in the logo with her fire red hair.

HOW SBDC ASSISTED THIS BUSINESS

Ana Bella's Salsa has thrived thanks to the invaluable support provided by the Small Business Administration (SBA). During the challenging times of the COVID-19 pandemic, the Economic Injury Disaster Loan (EIDL) in 2020 provided crucial financial relief, enabling the business to sustain operations and safeguard jobs. Since becoming a loyal Small Business Development Center (SBDC) client in 2011, Ana Bella has consistently utilized SBA resources to enhance her entrepreneurial journey. Through workshops, mentorship, and tailored marketing strategies, she has effectively expanded her sales and strengthened her business presence in the community.

CLIENT PROFILE

OWNER:

ANABELLA
DEANDA

LOCATION:

YUMA, AZ

INDUSTRY:

MANUFACTURING

