

**VÍCTOR (1986)
AND JOY (1987),**
both born in the United
States and raised in Tijuana,
Mexico.

**VICTOR AND
JOY MET**

in high school at Bonita
Vista High School in Chula
Vista in 2005.



TACOS 1986

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In 2009, when Víctor arrived in Los Angeles, it was the same way it happens to many people, through life's circumstances, meaning through family and friend networks. In his case, his father and cousin told him to go for 6 months, if he didn't like it, he could return, but "everything changed, I never went back," he says.

There are many places in LA where you can find tacos, but few in the Tijuana style. And this is exactly what Víctor had in mind when he arrived and didn't find the characteristic flavor of this simple delicacy from this border city.

In an exclusive interview with Herald USA, the creator of this concept, Victor and his partner Joy, tell us the story of this taco chain, from its origins, their tacos, their sauces, and what's coming next.

Joy precisely describes this venture: "We sell and represent the Tijuana-style Taco. Although most people in Los Angeles prefer the carne asada taco, at Tacos 1986 we love to represent the Adobada Taco. We believe the best chefs and cooks in the world should have a spit in their kitchen." We should take note.

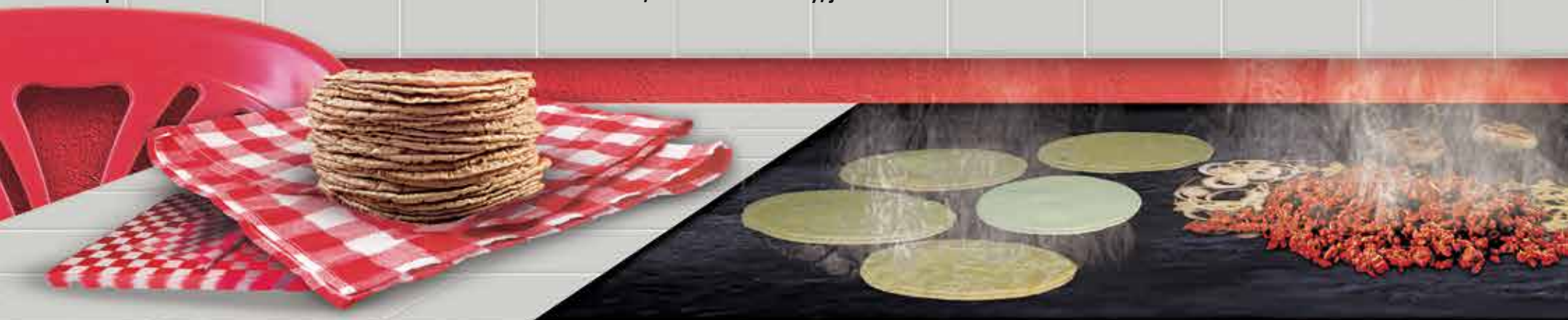
FROM STREET CARTS TO BRANCHES

In this story, there are very specific dates that Victor remembers as moments of beginnings and endings, births and deaths. For example, precise beginnings, on September 13, 2018, when Victor convinced Joy, who wanted to fully dive into this project, and then in November of the same year, when in a parking lot, they set up a cart, it quickly became a success. And as a victim of the same success, came an ending that led them to look for another space. Marking another beginning in Koreatown, on January 1 and with an end on March 6, 2019, the day when health inspectors came to tell them they couldn't sell on the street. This led to another birth, the first of their branches, which opened in June 2019, in Downtown. Followed by another beginning in February 2020, for the second branch in Westwood. And in April 2020, a couple of weeks after the declaration of the start of the COVID-19 pandemic, the opening of this branch in Beverly Blvd.

"I USED TO WORK IN CLUBS, I DIDN'T KNOW HOW TO OPEN A BUSINESS."

With no experience in the restaurant industry, Víctor sought out people who could support him in developing the concept he had, and this is how a chef friend from Tijuana, Jorge Álvarez Rosado, better known as Joy, joined

Víctor and Joy seek to "represent M
mediums: the Taco and Tijuana." Co
combination, they persevered until t
and aim to be the equivalence



AT 18,
Joy set out to become the best Mexican Chef in the World. He quickly realized he wanted to be a taquero, and in 2013, he made his first taco in NYC.

**VÍCTOR ARRIVED
IN LA IN 2009,**
to a market with many tacos, but not of that style and flavor. It wasn't until 2017 that he decided to fulfill his dream.

IN NOVEMBER 2018,
they set up their first taco cart, and by June 2019, they opened their first branch in Downtown Los Angeles.

TACOS 1986

Mexico in Los Angeles through two confident that it was the best possible they became the first choice for tacos ent of famous hamburgers.

the project. He acknowledges that the hardest part was finding the capital, he tells us: "No one could grasp the vision I had, because it was simpler. It didn't connect. They told me, there's no business in food, only in alcohol."

The menu they offer, although simple, has its particularities that are necessary to know to enjoy these tacos. To begin with, as already mentioned, it requires a spit for the famous adobada tacos, known as such in northern Mexico, only without pineapple; its equivalent in Mexico City and the south is the taco al pastor.

As you can imagine, the salsa is essential. Each of the 5 types has its distinctive characteristic. Joy recommends, "the macha makes a good combo with any taco, it's impossible not to put green salsa on a taco, the strawberry one is the only one that's spicy and the morita goes incredibly well with the adobada!" The 5 different sauces are great representatives of the authentic flavors of Tijuana Baja California.

TACOS FOR ALL BUDGETS

As for tacos, Joy proudly says they are "the best vegan option in the city, perhaps in the world, with the Mushroom Taco." And also be accessible to any salary. "And that families come with their children."

"We have a combo of three tacos: with freshly grilled meat, onion, cilantro, guacamo-

le, and salsa. The guacamole has never been watered down and it never will be as long as I exist!" Joy says, committed to the prices, quality, and flavor of the tacos.

He shares with us that within the menu there is: "the Perron, our off-the-menu item, representing our favorite flour taco/quesadilla 'El Perron' from Tacos el Yaqui in Rosarito Baja California." And this leads him to confess that they would like to offer "an even more valuable and more filling combo adding rice and beans with a fountain drink," to become "the best taqueria in the world at good prices."

The certainty with which he shares wanting to be the "In and Out" of tacos, to "represent the taco, represent Tijuana, the border with its authentic street flavor." And fulfill this goal, which has been the aim since day one, when they started with a cart in a parking lot.

Joy concludes and emphasizes: "We want to grow as an admirable, family business, with literature in California full of fruits, which can only be achieved with discipline, adversity, and progress."

Víctor achieved what he once decided to do, neither the business plans that "do work," nor the sale of alcohol, nor the restrictions to sell on the street, and much less the pandemic managed to defeat the idea that this dreamer from Tijuana born in 1986 had. [@](#)

