



"Opportunities Don't Happen. You Create Them": Micheladas Mix El Cejas

by Winona Esquivel, Economic Development Analyst

Success in business isn't just about waiting for the right moment—it's about creating it. That's exactly what Genesis Soto and Jesse Hernandez did with Michelada Mix El Cejas, a thriving non-alcoholic beverage company that has grown from a family recipe into a household name.

Founded in 2015 in Stockton, CA, Michelada Mix El Cejas began at Fiesta Mikana, a beloved restaurant in South Stockton where Genesis and Jesse first introduced their signature Michelada mix to the community. What started as a small booth outside their family restaurant quickly transformed into a brand that now sells Michelada and margarita mixes, flavored gummies, and more, available in wholesale, chain stores, and casinos.

More than just a business, Michelada Mix El Cejas provides souvenirs of culture, bringing authentic flavors that remind customers of home in Mexico. Their mission is simple: to make it easy for everyone to enjoy the perfect Michelada with a ready-to-use mix, crafted with all the right ingredients.

To continue growing their business, Genesis and Jesse turned to the Revolving Loan Fund (RLF) for support. Describing the process as smooth and easy, they secured funding to purchase inventory and working capital, ensuring they could meet demand and expand their reach.

Their journey is a testament to the power of hard work, vision, and access to the right resources. At San Joaquin County WorkNet, we are proud to support businesses like Michelada Mix El Cejas, helping entrepreneurs turn their dreams into reality.

Want to learn more about the couple behind the brand? Watch their story on ABC10: [Click here.](#)

[Learn More About the Revolving Loan Fund](#) and how we can support your business growth.