

Victor Leal



Victor is the CEO or Chief Enchilada Officer of Leal's Mexican Restaurants of Amarillo and can often be found in the original flagship store in Muleshoe, Texas.

Victor Leal is a third generation Texan who grew up in West Texas. Victor's parents Jesse and Irma Leal opened Leal's Cafe and Tortilla Factory in 1957 in Muleshoe. Victor, along with his parents, and five other siblings continue to grow the Leal Brand and are currently in six locations. What started as a small tortilla factory making corn and flour tortillas including famously known chips and salsa now includes a thriving retail business where products are now available in hundreds of grocery stores nationwide.

Victor was elected to serve his hometown of Muleshoe as Mayor for two terms. He has served on several state and local boards and commissions including the Texas Facilities Commission, Texas Margins Tax Commission, Texas Finance Commission, Amarillo Care-Net Crisis Pregnancy Board, and Amarillo Downtown Women's Center Board.

Victor married his sweetheart Debbie thirty-three years ago and has lived happily ever after. They have two sons, Roman 28 and Noah 23. Roman's lovely wife is Amy. In his spare time Victor hosts a grassroots style home cooking show called La Bella Vida where he teaches his family's long-held recipes and tells stories of their history. He is an enthusiastic cyclist, motorcycle rider, and aspiring but very poor fly fisherman.

He also enjoys reading on a wide variety of subjects and claims his favorite quote is from Dostoevsky- "Beauty will save the world."