

"Absolutely masterful!"  
"¡Absolutamente magisral!"



## PROJECT SUMMARY

"A powerful film."  
"Una película poderosa."



FROM STREET FOOD TO STREET FAME:  
HOW SURVIVAL AND AMBITION SPARKED A GLOBAL PHENOMENON

DOLORES HUERTA · GUILLERMINA RODRIGUEZ · CHEF ROY CHOI · RYAN HARKINS · BILL ESPARZA · LUIS VALDEZ



# Backstreet to the AMERICAN DREAM



### EXECUTIVE SUMMARY

- 16 Awards
- 90 minutes
- Documentary Feature
- Dolores Huerta – Exec. Producer
- Jarritos – Promotional Partner
- IDA (Intl. Doc Assoc.) – Fiscal Sponsor
- Grant - Eastside Arts Initiative

### FILM FESTIVALS

- 12 in the United States
- 1 in Paris, FR
- 1 Guadalupe, MX (L.A.)

### EDUCATIONAL

#### SCREENINGS

- 12 Universities
- 5 Cultural Centers







## SYNOPSIS

From Street Corner Hustle to Pop-Culture Boom

## LOGLINE

***Backstreet to the American Dream*** is an award-winning documentary that reframes the American narrative about Latino immigrants through contrasting portraits of old-school *loncheras* and *rock star* gourmet food trucks that ignited a \$2-billion global phenomenon.

## SHORT SUMMARY

***Backstreet to the American Dream*** — an award-winning documentary championed by Jarritos and Executive Producer Dolores Huerta, a Presidential Medal of Freedom honoree — builds empathy and common ground by reframing the American narrative about Latino immigrants through opposing portraits within the \$2-billion global food truck phenomenon.

Set against the backdrop of Los Angeles, birthplace of the food truck pop-culture explosion, the bilingual feature explores the grit, resilience, and cultural pride of the immigrant experience fused with American ambition, bridging social divides through street food. Lauded for its rich and vibrant storytelling, the 90-minute story juxtaposes two wildly different food trucks: **Grill 'Em All**, a heavy-metal gourmet burger *rock star* and first-season winner of ***The Great Food Truck Race*** on the ***Food Network***, and **El Pescadito**, an old-school mariscos lonchera that has parked at the same blue-collar swap meet since 1982.

Adding historical depth, the film features a stunning four-minute animated sequence — winner of two Special Jury Awards as a standalone short — narrated in English, Spanish, and Náhuatl. It traces the evolution of street food from Ancient Mexico to South L.A.

Winner of 16 awards — including two **Best Documentary** honors, **Best Food Film**, and the **Highland Park Independent Film Festival's Humanitarian Award** — ***Backstreet to the American Dream*** has screened at 14 festivals (including ***Dances With Films***, ***Newport Beach***, ***Sonoma***, ***San Antonio***, ***Workers Unite - NYC*** and ***Ethnografilm Paris***), as well as at universities and cultural centers across the U.S. and Europe. Topical and urgent, the film explores pop culture and family traditions, formal and informal economies, and the fragility of democracy in the deeply human struggle for equal opportunity, dignity, and freedom.

## FESTIVALS | RECOGNITIONS



**2024 Special Commendation** - Former U.S. Secretary of Labor/L.A. County Supervisor Hilda Solis (Dist. 1)



**2024 Special Commendation** - L.A. County Supervisor Lindsey Horvath (Dist. 3)



**2024 Special Commendation** - L.A. City Councilmember Mónica Rodriguez (Dist. 7)



**2012 U.S. Congressional Certificate of Special Recognition** - Congresswoman Linda Sánchez (CA Dist. 38)



**2012 U.S. Congressional Certificate of Special Recognition** - Congresswoman Loretta Sánchez (CA Dist. 46)



"This documentary highlights social injustice and inequalities that exist in the U.S."

-**Franck Lemperle**, Feature Films Programmer •  
Newport Beach Film Festival

## EDUCATIONAL SCREENINGS

- 03.22.2025 - CSULA Mesoamerican Symposium
- 08.03.2024 - Chicano Resource Center
- 12.08.2023 - Smithsonian Initiative/JANM
- 10.10.2023 - UCLA Alumni/Labor Center
- 04.13.2023 - Nat. Hispanic Cultural Center
- 11.10.2022 - USC ASE Dept.
- 10.11.2022 - SF State University
- 09.28.2022 - Cal Poly Pomona
- 09.27.2022 - San Jose City College
- 09.24.2022 - Texas A&M SA (TAMUSA)
- 09.21.2022 - Trinity University (Campus-wide)
- 09.21.2022 - Trinity University (Class)
- 09.20.2022 - UIW - HEB School of Business
- 09.19.2022 - Brick at Blue Star
- 10.13.2021 - NuyoRican Poets Cafe
- 10.12.2021 - Fordham University
- 10.12.2021 - Columbia Grad School of Journalism
- 09.16.2021 - UArizona Journalism School

"Backstreet to the American Dream is the intersection between immigration, workers' rights, social justice, and the informal economy. It's the kind of film I love to show my students at the beginning of the quarter, so they can understand the issues we will cover."

-**Professor Gaspar Rivera-Salgado**, Project Director at UCLA Labor Center  
• University of California, Los Angeles

## MEDIA | PRESS

### 2022

- 10.06.2022 - NBC4/CA Live
- 09.23.2022 - Kens5 (NBC San Antonio)
- 09.22.2022 - The Mesquite News
- 08.02.2022 - Kens5 (NBC San Antonio)
- 07.29.2022 - La Prensa Texas
- 07.31.2022 - San Antonio Reporter
- 08.05.2022 - Fronteras (Texas Public Radio)
- 04.04.2022 - Film.io Inside Series
- 03.19.2022 - Fandor Festival Podcast

### 2021

- 12.04.2021 - CCNMA: Ruben Salazar Nat. Journalism Award
- 11.02.2021 - Latina.com
- 10.17.2021 - Newport Beach Independent Newspaper
- 10.10.2021 - KTTV: In-Depth (Hal Eisner)
- 10.07.2021 - WPIX Morning Show
- 08.27.2021 - Mexican Consulate in LA
- 08.23.2021 - LA Daily News
- 08.18.2021 - En Casa con La Plaza

## DONATE – TAX-FREE

✉ [documentary.org/project/backstreet-american-dream](mailto:documentary.org/project/backstreet-american-dream)

## FOR BOOKINGS & PRESS INQUIRIES

✉ [Info@BackstreetFilm.com](mailto:Info@BackstreetFilm.com) | ☎ 213.632.8078



## WEBSITES

→ [PatriciaNazario.com](http://PatriciaNazario.com)  
→ [BackstreetFilm.com](http://BackstreetFilm.com)





# In Appreciation

**CAPRI MADDOX**

EXECUTIVE DIRECTOR,  
LOS ANGELES DEPARTMENT OF CIVIL  
AND HUMAN RIGHTS

*Letter Savvy*



**LA Civil Rights**



**janm**

JAPANESE AMERICAN  
NATIONAL MUSEUM



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**MONICA RODRIGUEZ**

LOS ANGELES CITY COUNCILMEMBER, DISTRICT 7

**LA PRINT HOUSE**