

Frida Tacos

An international chef perfects a recipe for success.

Born and raised in Mexico City, Vicente del Rio's vision for his restaurants was to create authentic, high-quality Mexican cuisine with a modern take on traditional, regional specialties. His mother, an expert cook, brought Vicente into the kitchen at an early age, and together, they cooked the recipes that had been passed down for generations.

Today, Vicente is an entrepreneur at the heart of a thriving group of local restaurants. QuickBooks is key to how he runs his business, from tracking expenses and paying local vendors for fresh produce, to paying his entire staff payroll through QuickBooks.

