Curiosity’D

The Story Worth Telling

A PROJECT BY SMOKED & SOAKED

Every place has a story.

Some stories stay with you.



MEET HUGO / LA MICHOACANA / WEST YORK, PENNSYLVANIA

From migrant worker to business owner

Hugo arrived in America in 1991 looking for a better life. He picked fruit, worked for a decade in a pizza shop, and eventually built La Michoacana in West York. His father’s tradition of cooking for family and community in Mexico helped inspire the dream.

His birria, carnitas, al pastor and homemade Mexican-style ice cream are worth discovering. But what makes his story memorable is the honesty: the sacrifices, the mistakes, and his commitment to never serve food he wouldn’t eat himself.

The person behind the food is the story worth telling.

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Your story could be next.

AN INVITATION TO FOOD TRUCKS, RESTAURANTS & LOCAL MAKERS



Have you been Curiosity’D?

Curiosity’D introduces the people behind the places we eat, drink and discover. We sit down with owners to hear what brought them here, what they’ve overcome, and why their work matters — then tell their story through Smoked & Soaked.

100% FREE / NO COST TO PARTICIPATE

A genuine conversation. Your real story. No paid advertisement.

See Hugo’s story for yourself

Scan the QR code to read the La Michoacana feature. Have a story worth sharing? Reach out and let’s talk.

smokedandsoaked.com/blog/la-michoacana-curiosityd

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