

My name is Krystal Hernandez & I am the owner of La Plaza Fiesta & Fiesta Market. We are located in Madelia, Mn which is a population of 2500. My husband and I purchased our restaurant in 2012. We pride ourselves on providing a welcoming atmosphere with fresh made meals. We are committed to ensure each visitor enjoys their experience and their meal when they come in our doors.

The last 10 years have been full of challenges, from a devastating fire to a global pandemic. One thing is for sure, we have learned so many valuable lessons through it all and have come out stronger in the end because of it. For the longevity of the business, we learned how to pivot and overcome the crazy obstacles put in our way.

We have always been grateful for the community we live in. We are who we are because of our amazing support system. It is so important in a small town to come together and raise each other up in any way. Madelia is such a special town because of our likeminded mindsets. We have amazing businesses who faithfully support one another.

In February 2016, La Plaza Fiesta along with 8 other businesses on Madelia's historic Main street were engulfed in flames and reduced to rubble. It was a devastating blow to our established location that we had worked so hard for in Madelia. With the help of charitable donations, our strong faith, community outreach and involvement, & a lot of positive mindsets, we were able to temporarily relocate at the Madelia Golf Course while we rebuilt our restaurant on Main Street. We reopened on Main Street in June 2017. We also added our ethnic grocery store (which was set to open 30 days before the fire) in September 2018.

The restaurant business is never an easy business to be in but our passion for serving and cooking makes it all worth it at the end of the day. As we were recovering and overcoming the fire, a global pandemic happened as we all know. This was harder because everything was (and sometimes still is) unknown. We worked really hard to pivot our menu, pay our staff (because we knew if we would lose them, we lose Plaza), and just take one day at a time, and PRAYED A LOT! We were very fortunate to survive the pandemic but we definitely had help in doing so. If it were not for PPP loans and the Restaurant Revitalization Funds I am not so sure that Plaza would have had the same outcome. We are so thankful that we had our grocery store to lean on as well during the shutdown of Mn as income as well.

We have an amazing staff today. We started as a staff of 5 people in 2012 & have grown to employing 30 people today. I am so fortunate to have these people as my backbone who help make us the success that we are today! I take my responsibility very seriously and invest in them as much as I can. Some have been with us since day one and have endured every challenge with me by my side. I love what I do and love sharing it with the people who help me along the way!!

We are planning on opening a second location for the restaurant in Sioux Falls, SD starting in January of 2022. We are partnering with some friends & are eager to mix both of our passions & experience together into one beautiful location.