

SHOW NOTES

Season 3 | Episode 8

More Than Rice and Beans Podcast®

Got Sofrito for Your Soul?! Meet George Torres

Episode Description:

George Torres is the guy who knows *everyone*. He's a master at connecting people, sharing stories, and building community in digital spaces. On this final episode of season 3, Tania and Miguel chat with the award-winning *Sofrito for Your Soul* founder about the importance of storytelling, how to connect with your culture and traditions in modern ways, the changes and challenges brought by social media, and of course, food!

Highlights:

Miguel and Tania are joined by community builder, storyteller, and Latinx media mogul George Torres.

- A look at the birth of *Sofrito for Your Soul* and a reflection on the website's growth over the past quarter century.
- George shares how a hate crime changed his outlook on the significance of culture and connections.
- Tania and George reminisce about the early days of Coqui the Chef, complete with mascot costume and puppet!
- A discussion about how the stories we share about and around food enrich our connections.
- George shares the Latinx people, stories, and content we should all be following right now.
- Advice on building community online and in "real life," navigating burnout from advocacy and activism, and applying your energy effectively and meaningfully.

About the guest:

George Torres, also known as the Urban Jibaro, is an industry-leading Latino storyteller, connector, community builder, and talent manager in Latinx media. He's the creator of *Sofrito For your Soul*, a Latino storytelling website that celebrates the community's history and adds context to our legacy, and Sofrito Media Group. This multi-media company produces and manages branded projects appealing to Latinx audiences. In 2022, Torres joined Talento United as a Partner, where he creates content for brands from financing to grooming. He's also a long-time friend of Coqui the Chef, an avid traveler, an engaging public speaker, and a tireless advocate for community building.

Links:

- Support our show here: <https://www.buymeacoffee.com/ricebeanpodcast>
- Visit our webpage: <https://www.coquithechef.com/podcast/>
- George's Instagram: <https://www.instagram.com/urbanjibaro/>
- Sofrito For Your Soul: <https://www.sofritoforyoursoul.com>
- Mi Abuelita podcast episode: <https://podcasts.apple.com/us/podcast/mi-abuelita/id1610812428?i=1000551577377>
- Coquito Making Class: <https://www.airbnb.com/experiences/2062936>

Episode 8 Glossary:

- Sancocho: Puerto Rican beef stew, also known as sancocho is a blend of **tender beef, soft root vegetables, and bold flavorful broth!**
- Sofrito: Spanish sauce that consists of **tomatoes, onions, garlic, herbs, and peppers.** Sofrito, which means “to lightly fry,” forms the aromatic flavor base for a range of Spanish recipes.
- Patacones sandwiches: **a sandwich with tostones instead of bread.**
- Jibarito Sandwiches: **an authentic Puerto Rican sandwich made from flattened, fried green plantains instead of bread.** This version uses flank steak and is complemented by Swiss cheese, tomato, onion, and a garlic-flavored mayonnaise