

Roger Duarte

My Ceviche



“ I saw an opportunity to bring traditional South American cuisine to a wider fast food audience. ”

COUNTRY	Miami
INDUSTRY	Consumer
YEAR SELECTED	2013
PARTNER	Sam Gorenstein
WEBSITE	http://www.myceviche.com/

COMPANY SNAPSHOT

Entrepreneurs Roger Duarte and Sam Gorenstein are securing customers throughout the Miami area with a fresh take on fast-casual dining: seafood in the form of ceviche. Ceviche, a dish popular in the coastal regions of Central and South America, is made from raw fish or shellfish marinated in citrus juices, spiced with chili peppers and accompanied by sweet potatoes, corn or avocados. Founded in 2012, My Ceviche currently delivers a tasty, fresh and affordable range of ceviches, salads, tacos, burritos and stone crabs in a fast casual environment. The company currently operates in two locations with three more set to open in 2014 – including one at the Miami International Airport.