

MR. KORN GOURMET CORN AND MORE

Mission, Texas

“ Believe in your vision, stay persistent, and never stop learning. Starting a business comes with challenges, but every obstacle is an opportunity to grow.”

Kenya Morin, Owner



THE UNIVERSITY
OF TEXAS
RIO GRANDE VALLEY

The University of Texas
Rio Grande Valley

Serving Up Success

The Situation: Kenya Morin is the proud owner of Mr. Korn Gourmet Corn and More in Mission, Texas. More than a snack shop, it is a welcoming destination where customers can enjoy authentic Mexican flavors, connect with family and friends, and experience a modern twist on a beloved tradition.

After leaving her career as a bilingual special education teacher, Morin faced a period of uncertainty as she searched for a new purpose and direction. With no prior business experience, she entered entrepreneurship determined to transform a personal craving into something meaningful for her community. Along the way, she learned new skills, embraced risks, and overcame self-doubt while remaining committed to her vision.

What began as a desire to share the flavors she loved evolved into a thriving business built on culture, connection, and quality. Through fresh ingredients, homemade dressings, customizable toppings, and exceptional customer service, Mr. Korn Gourmet Corn and More has established itself as a unique destination in the Rio Grande Valley.

SBDC Assistance: Kenya Morin turned to the UTRGV Small Business Development Center (SBDC) for guidance in business planning, financial management, marketing, and operations as she expanded Mr. Korn Gourmet Corn and More. Through one-on-one advising and business training, she gained tools and strategies to support the continued growth and profitability of her business.

Morin worked closely with Senior Business & Trade Advisor Marcela Arredondo, who helped her analyze menu costs, understand profit margins, and develop a sustainable pricing strategy. Reflecting on her journey, Morin describes this guidance as one of the most impactful aspects of her entrepreneurial experience.

"Ms. Arredondo helped me break down recipes, calculate food costs, and develop a pricing structure that would keep the business profitable," Morin said. "This was a turning point that gave me greater confidence in making financial decisions." Morin adds that success requires determination, hard work, and a willingness to adapt, noting that passion can be transformed into a business that makes a lasting impact on the community.

IMPACT

EXPANSION

SALES

OWNER INVESTMENT

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