

Gustavo Gutierrez

October 19, 1959 - November 8, 2020



TIA Mourns the Passing of Gustavo Gutierrez

It is with a heavy heart, tremendous sadness and disbelief that we were notified of the passing of Gustavo “Gus” Gutierrez. He was a dear friend to so many in TIA, and a pioneering leader in the tortilla business in the Las Vegas market as CEO of Tortilla Incorporated.

Due to COVID-19 funeral services are not allowed, but a small mass for him will be held on Saturday November 14th at St. Christopher Catholic Church, 1840 N Bruce, N Las Vegas, NV 89030. Once the pandemic situation clears, we hope to hold a larger “Celebration Of Life” gathering for all his friends so please watch for future announcements.

Gus loved TIA and was very passionate about helping the Association grow, attract new Members, and always offer the best possible experience at our Annual Convention. He coined the slogan “Share in the passion and the profits”. Gus served as a member of the TIA Board of Directors for 4 years and as Board Chairman, playing a key role in transitioning TIA from the control of a management company back to being an independent stand-alone trade association in 2010. He also served as chair of the Convention Committee and on the Education Committee, as well as a mentor to many. He was honored for a lifetime of achievement in the tortilla industry by being inducted into the TIA Hall Of Fame in 2017. Gus contracted COVID-19 and spent two weeks in the hospital battling this disease until he passed away Sunday night the 8th.

All of us at TIA commit to support Gus’s family as they carry forward the torch of Tortillas Incorporated in their future efforts. He will be deeply missed by everyone who knew him.