

SHOP LOCAL, SUPPORT YOUR COMMUNITY

Small & Immigrant-Owned Businesses in Salinas, CA

Every dollar you spend locally stays in our community.

RESTAURANTS/FOOD

El Parrillaso on the Go — *Woman-owned; birria, carnitas, homemade tortillas | Wed–Sun*
957 W Alisal St | (831) 272-3317

El Chilacatazo — *Al pastor, pupusas, shrimp dishes — family style*
337 Monterey St | (831) 998-7677

Culturas Hidalgo & Oaxaca — *Oaxacan & Hidalguense cuisine; vegan options*
473 E Market St | (831) 975-4766

El Zacatecano — *Zacatecas-style Mexican; breakfast & dinner*
655 E Alisal St | (831) 796-0818

Mi Tierra — *Family-owned downtown; affordable, great chile rellenos*
129 S Main St | (831) 422-4631

Villa Azteca — *Upscale Mexican; mole amarillo, handmade tortillas*
157 S Main St | (831) 256-2669

El Mañanero Restaurante Mexicano — *Latino-owned; breakfast & lunch, cozy atmosphere*
864 E Alisal St |

Deli-Café 3 Hermanos — *Tacos, burritos, pan dulce — opens early*
545 E Alisal St, Suite E | (831) 676-3381

Saltillo Tortilleria — *Fresh burritos and handmade tortillas daily*
1590 N Sanborn Rd | (831) 272-6032

Pupusería & Antojitos Cabañas — *Salvadoran; handmade pupusas, yuca frita, atole*
505 E Market St | (831) 229-6972

Tropical Vibes: Boba and Froyo —
1582 Constitution Blvd.

PANADERIAS/TORTILLERIAS

Leal Bakery — *Famous tamales, fresh masa, sweet bread — family-run 20+ years*
805 E Alisal St | (831) 422-0315

La Mexicana Bakery — *Opens 4am; fresh tortillas, pan dulce, coffee*
43 E Market St | (831) 758-1392

La Mariposa Bakery — *Mexican pastries and tamales; opens 5am*
2020 N Main St | (831) 442-1955

Panadería Tres Hermanos — *24-hour panadería; self-serve sweet bread*
116 E Laurel Dr | (831) 783-1139

Panadería Jalisco Bakery — *Fresh jalapeño bolillos; opens 5am*
512 E Laurel Dr | (831) 975-5198

Jose's Tortilleria y Tostaderia — *Fresh tortillas and tostadas, wholesale available*
309 Rianda St | (831) 754-3615

MARKETS, CARNICERIAS & GROCERY

La Princesa Market — *Community grocery; excellent meat dept, fair prices*
516 E Alisal St | (831) 754-1317

La Esperanza Market — *Neighborhood grocery; friendly staff*
490 E Market St | (831) 422-8636

Magana's Meat Market — *Meat market with deli inside; authentic burritos & tacos*
965 N Main St | (831) 784-0144

Santa Fe Mercado – Carnicería — *Grocery + carnicería + restaurant inside; carnitas by the pound*
1017 N Main St | (831) 757-1172

Salinas Meat — *Butcher shop; bulk meats, seafood, goat, lengua*
229 N Sanborn Rd | (831) 424-5767

Ron's Market — *Family-run butcher; \$2–3 less per lb than grocery stores, open late*
1296 N Main St | (831) 998-8247

Alba's Mexican Products — *Mexican food products; wholesale available*
909 Harkins Rd #F | (831) 771-0815

Vallarta Grocery Store — *Family owned, Latin American products, fresh pan dulce and handmade tortillas.* 1050 N. Davis Rd (831) 244-8884

Windmill Market — *Specialty grocery items, locally sourced.*
115 Monterey-Salinas Hwy (831) 659-5205

Star Market — *Specialty items. Full service grocery store.*
1275 S. Main St. (831) 422-3961

HAIR/BEAUTY

Latino Beauty Salon — *Friendly; haircuts, color, styling | Open 7 days*
548 E Alisal St #D | (831) 751-2144

Tu Estilo Hair Boutique — *Owner Nora & husband Henry; welcoming neighborhood salon*
242 S Main St | (831) 424-0320

Beauty Touch Salon-Spa-Barbershop — *Full service: hair, nails, waxing, makeup | 7 days*
963 N Main St | (831) 975-5552

Trini's Hair Shop — *Local gem; serving 4 generations of Salinas families*
811 E Market St | (831) 753-1020

Solyana Beauty Inc — *Hair extensions, wigs, beauty supplies, color contacts*
1170 Northridge Mall | (831) 394-8773

AUTO REPAIR/MECHANIC

Chavez Auto Mobile Repair — *Mobile mechanic; 5-star rated, honest & fair pricing*
1067 E Market St | (831) 214-7096

Fernando's Auto Repair — *Straightforward, same-day service, family-run*
268 E Alisal St | (831) 784-0755

Ramirez Mobile Auto Repair — *Mobile mechanic Gabriel; BMWs, Hondas, early appts available*
Salinas (mobile) | (831) 512-2005

Goyitos Auto Repair — *5-star; honest, fast, Teslas & all makes. Open 7 days*
770 N Sanborn Rd | (831) 540-6301

Luis Auto Repair — *Tires, engine, transmission; holiday hours available*
312 Abbott St | (831) 758-8041

BOUTIQUES, CLOTHING & RETAIL

Bety's Boutique — *5-star; quinceañera dresses, damas, suits, crowns, jewelry*
652 E Laurel Dr D | (831) 272-4858

Alicia's Boutique — *Dresses, alterations, bridal; serving community 20+ years*
649 E Alisal St | (831) 772-0856

Mary's Mexart — *Handcrafted Mexican artisan goods; owner-made*
626 E Alisal St #C5 | (831) 202-0689

Los Mercados de E Alisal — *Indoor market; variety of vendors, clothing, food*
950 E Alisal St

Apotheca — *Crystals, candles, jewelry, books, sage, palo santo, tarot and oracle decks.*
9 E. Gabilan St.

SPECIALTY IMPORTS/CULTURAL

Quintero Imports, Artesanias Julian — *Mexican imports, custom woodwork, party decor | 5-star*
648 Middlefield Rd | (831) 585-9920

Joyeria Y Botanica — *Jewelry, spiritual supplies, copal, cedar, herbs*
904 E Market St | (831) 758-6358

TAX, FINANCIAL & NOTARY

Ladino Notary & Multiservices — *Karla; tax prep, notary, insurance | Available Sundays*
1164 Monroe St #2 | (831) 540-8002

Yolanda's Tax & Financial Services — *Family-run; personal & small business taxes, 7 days*
1164 Monroe St #2 | (831) 998-7180

Lopez Tax Service — *Sergio; personal + business taxes, bilingual*
209 Williams Rd | (831) 759-4829

CHILDCARE/EARLY EDUCATION

La Colmenita Daycare — *Yisa; bilingual, home-cooked meals, loving environment | 5-star*
1891 Cherokee Dr | (831) 770-9074

Precious Gifts Family Child Care (Lucy Tovar) — *Bilingual; school prep, healthy meals, Spanish/English | 5-star*
Salinas | (831) 809-0383

Mexican American Opportunity — *Preschool & childcare; opens 5:30am*
1210 John St | (831) 757-0753

LANDSCAPING/OUTDOOR

Roja's Landscaping and Lawn Care — *Juan Rojas; sod, fencing, tree work | 5-star*
2404 N Main St #G | (831) 585-6871

Trejos Landscaping and Gardening — *Arturo; hardscape, pavers, sprinklers | honest pricing | 5-star*
Salinas | (831) 240-1591

LIFESTYLE/HEALTH

Yoga Salinas Community — *Supporting wholeness and health*
44 Plaza Cir. Rear Entrance

The Honey Hive — 44 Plaza Dr. Rear Entrance (831) 288-8801

Compiled for May Day 2026 by Roots of Resistance: The People's School (ROR) | rootsofresistance.net

Know a business we missed? Reach out to admin@rootsofresistance.net to add them to the list!