Todo Verde is a woman-owned catering business inspired by Latin American roots and flavors that provides healthy and delicious plant-based dishes, agua fresca, and superfood smoothies to the East Los Angeles community and beyond. Our team is committed to advancing food equity in our neighborhoods, and are working to create lifestyle shifts in healthy eating and self care through awareness and access to naturally good food.

As we continue to learn about the health benefits of nutrient dense food, we offer knowledge of healthy living with the community through workshops, food demonstrations, and speaking engagements. Sustainability practices are also a part of Todo Verde’s mission: sourcing ingredients from local vendors and using recyclable, compostable plant-based and recycled packaging for our products.
Todo Verde founder, Jocelyn Ramirez, is a plant-based chef, college professor, yoga instructor, and advocate for healthy food access in her community. After Jocelyn’s father was diagnosed with cancer for the second time, she created a plant-based superfood smoothie diet that made him dramatically stronger and helped with a quick recovery. As she drove across the city in search of healthy food options, she was astounded by the lack of access to good food in her neighborhood.

Jocelyn founded Todo Verde in 2015 with a mission to create delicious and healthy plant-based food inspired by her Mexican and South American roots for the Eastside community. She left her career in higher education to pursue a new path in foodways related to culture and tradition, and references traditional recipes passed down for generations within her family. As she continues to learn about the health benefits of nutrient dense food and healthy ecosystems, she offers knowledge on healthy living with the community through workshops, dialogues, food demonstrations, and speaking engagements in relation to critical analysis of the industrial food system and traditional foodways.

Jocelyn’s background includes degrees in Fine Art, Design and Business and has also trained at the Matthew Kenney Culinary Institute. Her work has been featured in several press outlets including Los Angeles Magazine, Vice, Spotify, Buzzfeed, Smithsonian, Mitu, and more. In 2017, Jocelyn co-founded Across Our Kitchen Tables, an organization focused on uplifting women of color in the food industry, that hosts skillshares and an annual symposium. She currently sits on the Culinary Advisory Board for Food Forward and the Leadership Board for the Los Angeles Food Policy Council.
La Vida Verde: Plant-Based Mexican Cooking with Authentic Flavor offers 60 plant-based Mexican recipes inspired by traditional dishes Jocelyn grew up making alongside her Abuelita. These wonderfully flavorful plant-based meals can be prepared with a few simple and affordable substitutions to capture all the spicy, earthy, savory deliciousness of authentic Mexican cooking.

Read the empowering foreword written by plant-based celebrity chef and educator, Matthew Kenney. The plant-based community and beyond is ready for more culturally relevant recipes that resonate with communities across the city of Los Angeles, and across the world.

La Vida Verde was published on April 14, 2020 by Page Street Publishing House, and is available everywhere books are sold.
SOCIAL REACH

34.1K Instagram followers
@todo_verde
13,225 page reach per week

11.4K Instagram followers
@la_yoselin
4,991 page reach per week

3.3K Facebook followers
@todo_verde
5,846 page reach per week
PARTNERSHIPS

LA Times Food
Vegan Recipes Column
We All Grow Latina
Wellness Day Speaker
we are mitú
Las Jefas Video Series
Buzzfeed
Abuela vs. Chef Video
NBC
Recipe Video
We Are Cocina
Recipe Videos
Thrive Market
Ambassador + Caterer
Eat Drink Vegan
Smorgasburg Activation
Worthy Women
A Seat at the Table Panelist
BSE
Sea of Change Video Series
Red Bull Amaphiko
Workshop Facilitator + Caterer
Across Our Kitchen Tables
Workshop Facilitator
Urban Outfitters x SEE LA
Women In Food Panelist
Pineapple Collaborative
Food As Community Panelist
Into Action
Food As Justice Panelist + Food Demo
Spotify
¡Viva Latino! Video with Jesse y Joy
KCRW
Tortilla Tournament Food Demo
Buzzfeed
Abuela vs. Chef Video
LA Food Policy Council
Food Demos + Workshop Facilitation
we are mitú
Las Jefas Video Series
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Ambassador + Caterer
Eat Drink Vegan
Smorgasburg Activation
Worthy Women
A Seat at the Table Panelist
AVAILABLE FOR
Catering + Private Chef
Author Meet + Greet/Book Signing
Food Demonstrations
Food Justice Workshops
Speaking Engagements
Menu + Recipe Development
Social Media + Content Collaboration
Product Reviews

CONTACT
PR@todoverde.org
213.293.5296
@todoverde