



Smithsonian

National Museum of American History Kenneth E. Behring Center

Goya Foods, Inc. Collection, 1960-2000

NMAH.AC.0694

Jennifer Snyder and Jose Delano

December 2001

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	
Administrative Information	1
Biographical / Historical	2
Scope and Contents	2
Arrangement	3
Names and Subjects	
Container Listing	
Series 1: History and Biographical Information, 1960s-1996	5
Series 2: United States Publicity Materials, 1970-2000, undated	6
Series 3: United States Photographs, 1960s-1999, undated	9
Series 4: United States Corporate Materials, 1865-1999, undated	30
Series 5: Puerto Rican Publicity Materials, 1986-2000, undated	33
Series 6: Puerto Rican Photographs, 1960s-2000, undated	34
Series 7: Puerto Rican Corporate Materials, 1970s-2000, undated	37
Series 8: Film and Video Materials , 1959-1990s, undated	40

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Goya Foods, Inc. Collection
Date:	1856-2000, undated (bulk 1960-2000)
Identifier:	NMAH.AC.0694
Creator:	Unanue, Prudencio Goya Foods, Inc. Unanue family
Extent:	20 Cubic feet (63 boxes, 1 map folder) 8 Sound recordings 15 Video recordings
Language:	Collection is in English. Some materials are in Spanish
Summary:	Goya Foods, Inc., supported the cultural life of various communities in the United States and Puerto Rico. The company's current headquarters is in Secaucus, New Jersey. Photographs, calendars, sales promotional materials, cookbooks, packaging, and news clippings. Photographs depict primarily company sponsored events, but a few are family pictures.

Administrative Information

Acquisition Information

This collection was donated to the National Museum of American History in 1999 by Goya Foods, Inc. through Rafael Toro, Director of Public Relations.

Separated Materials

The Division of Culture and the Arts (now Division of Cultural and Community Life) holds items related to this collection including promotional items, display props, a neon sign, products and containers, and clothing. See accession number, 1999.3017.

Related Materials

Government of Puerto Rico Division of Community Education Posters, Teodoro Vidal Collection, and Tito Puente Papers.

Processing Information

Processed by Jose Delannoy (intern), 2000; Jennifer Snyder (intern), 2001; C. Jeremy Barney (intern), July 2007; supervised by Vanessa Broussard, archivist and Wendy Shay, archivist.

Preferred Citation

Goya Foods, Incorporated Collection, Archives Center, National Museum of American History

Restrictions

The collection is open for research use. Physical Access: Researchers must handle unprotected photographs with gloves. Researchers must use reference copies of audio-visual materials. When no reference copy exists, the Archives Center staff will produce reference copies on an "as needed" basis, as resources allow. Technical Access: Do not use when original materials are available on reference video or audio tapes.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

Prudencio Unanue (1886-1976) was born in the Basque region of northern Spain. He immigrated to the island of Puerto Rico in 1902 and married Carolina Casal (1890-1984) in 1921. In 1916, he moved to New York where he studied business and worked for a customs agency. Missing the tastes and smells of home cooking, the Unanues believed that there was an expanding immigrant market for the ingredients of "authentic Spanish cuisine." In 1936, they opened Unanue, Incorporated, a warehouse on Duane Street in lower Manhattan, to supply corner stores or bodegas. Over thirty years, the Unanue and Sons import business grew tremendously. Eventually, the business began to do its own food processing, canning, and packaging. In 1958, Goya Foods bought its first factory in Brooklyn, New York. The Unanues and Sons Company purchased the name "Goya"[1] in 1936 from a Moroccan sardine supplier for one dollar. In 1946, the company changed its name to Unanue and Sons, Incorporated. It assumed the name Goya Foods, Incorporated in 1961, although it had used the name Goya for its products since 1936. Goya Foods Company continued to innovate, pioneering television advertising in Puerto Rico. During the 1960s, Goya Foods sought out opportunities to expand its customer base as larger numbers of Caribbean immigrants moved into the United States. By sponsoring music festivals, sports teams, and other activities Goya Foods supported the cultural life; parades, beauty pageants, festivals, of various communities in the United States and Puerto Rico. In 1974, Goya Foods moved to its current office headquarters and factory building in Secaucus, New Jersey. By 2000, Goya owned factories in upstate New York, California, Illinois, New Jersey, Massachusetts, Texas, Florida, as well as Puerto Rico, the Dominican Republic, and Spain.

Scope and Contents

The Goya Foods, Incorporated Collection documents the history of the company from the 1960s to 2000. (A few earlier documents pertaining to Unanue and Sons and family photographs can be found in the collection, as well.) Materials include photographs, calendars, sales promotional materials, cookbooks, recipe packages, point-of-purchase items, and box and can labels, scrapbooks, and clippings files. Sound recordings, television advertisements, and anniversary video productions are also included. The material documents sales meetings, plant activities, and workers' events as well as the office life of the company and the philanthropic efforts and community activities of Goya Foods, Incorporated. Series 1, History and Biography 1960s-1990s, includes photographs and biographies of the Unanue family members. Also includes company anniversary programs. Series 2, United States Publicity Materials, 1970-2000, undated, contains extensive files of news clippings (compiled by an outside agency) arranged in chronological order. Also, press releases and publicity materials and copies of the newsletter *La Voz Femenina*[2], 1982-1989. Series 3, United States Photographs, 1960s-1990s, includes photographs of Goya "sponsored" activities, which took place in the United States. The majority of the photos are unlabeled and undated. The series is divided into twelve subseries. Subseries 3.1, Parades and Festivals, 1966-1999, include parades and festivals which Goya participated in, mainly in New York City and New Jersey. For many parades, Goya created a special float for participants to ride on. Many parades feature pageant contestants (see Subseries D). Tito Puente

is a frequent performer. Subseries 3.2, Parties and Banquets, 1970s-1990s, include many of the banquets and parties included are related to the various parades and pageants, this may or may not be obvious from looking at the photographs. Also included are employee parties. Subseries 3.3, Community Events, 1970s-1990s, Goya prides itself on its civic work within the Hispanic communities of the United States. This subseries reflects many of the events Goya has sponsored or been a part of, including its support of the Manhattan Valley Golden Age Senior Center and Casa de Don Pedro, a home for children. Subseries 3.4, Pageants, 1980s-1990s, include beauty pageants sponsored throughout the 1980s and 1990s, usually associated with a community parade (for example, a Dominican Parade Pageant). Sometimes the photos from the pageants and related events are included, though the parades themselves can be found in Subseries A. Subseries 3.5, Employees, Plants, and Offices, 1960s-1990s, include photographs of Goya employees (both line workers and executives), offices, and plant facilities. Events in which employees participated (dances, parties, and picnics) are included here. Subseries 3.6, Awards, 1970s-1990s, include awards given to the Unanues or Goya Foods, Incorporated by various organizations and awards given to others by Goya. Subseries 3.7, Celebrities, 1980s-1990s, mainly events with celebrities in attendance. Prominent people include: Cardinal Cooke, Gloria Estefan, Michael J. Fox, Ed Koch, Spike Lee, David Letterman, Olga Elena Mattei, and Tito Puente. Subseries 3.8, Sporting Events, Teams, and Awards, 1970s-1990s, soccer, baseball, bowling, volleyball, and softball teams are included, as well as little league teams and sporting workshop participants (mainly children with "professional" players). Teams are mostly Goya sponsored, though some professional players appear. Subseries 3.9, Concerts, 1980s-1990s, include Tito Puente, Eddie Palmieri, and Willie Colón concerts at Penns Landing, plus multi-city Festival de Musica Goya, 1990. Subseries 3.10, Trade Shows, 1966, 1980s, include Food expositions, trade shows, and demonstrations. Subseries 3.11, Travel, 1970s-1990s, trips taken by [presumably] Goya employees. Santo Domingo, Peru, and Haiti were destinations. Subseries 3.12, Unidentified, 1970s-1990s Sub-subseries 3.12.1, Parade related events, 1980s-1990s Sub-subseries 3.12.2, Other, 1970s-1990s Series 4, United States Corporate Materials, 1960s-1990s, includes product labels and packaging, advertising materials, press kits, and memos. Series 5, Puerto Rican Publicity Materials, 1980s-2000, consists of publications arranged chronologically within each title. Series 6, Puerto Rican Photographs, 1960s-2000; undated, include photographs documenting events sponsored by Goya in Puerto Rico. The majority of the photographs were not identified or dated. The items that could be identified were arranged by subject including parades, parties, banquets, community events, employees, plants, offices, award ceremonies, sporting events, travel and products. Subseries 6.1, Parades, 1977, include images from one parade, Reina el Dario la Prensa. Subseries 6.2, Parties and Banquets, 1970-1996, primarily document employee parties. Subseries 6.3, Community Events, 1972-1999; undated, documents Goya's involvement with the Puerto Rican community and some of the events that the company sponsored. Subseries 6.4, Employees, Plants, and Offices, 1961-1999, undated, include images of Goya employees (both line workers and executives), offices, and plant facilities. Events in which employees participated (dances, parties, and picnics) are included here.

Subseries 6.5, Awards, 1970s-1996; undated, awards given to the Unanues or Goya Foods, Incorporated by various organizations and awards given to others by Goya. Subseries 6.6, Sporting Events, Teams, and Awards, 1970s, contains one (1) folder of sporting events and teams sponsored by Goya. Subseries 6.7, Travel, 1960s; undated, document trip(s) taken by [presumably] Goya employees primarily to Boca Cagrejos and Puerto Rico. Subseries 6.8, Products, 2000, undated, contain images of Goya products and of a photograph shoot for an advertisement. Series 7, Puerto Rican Corporate Materials, 1970s-2000, included are office forms, blank letterhead, advertising materials, press kits, annual reports, and newsletters. Series 8, Audiovisual Materials, 1990s; undated, consists of commercials and biographical programs on the Unanues. ** No reference copies exist for most audiovisual materials; please see the Reference Archivist for availability in viewing.

Arrangement

The collection is arranged in eight (8) series: Series 1, History and Biography 1960s-1990s, Series 2, United States Publicity Materials, 1970-2000; undated Series 3, United States Photographs, 1960s-1999; undated Subseries 3.1, Parades and Festivals, 1966-1999 Subseries 3.2, Parties and Banquets, 1970s-1990s Subseries 3.3, Community Events, 1970s-1990s Subseries 3.4, Pageants, 1980s-1994 Subseries 3.5, Employees, Plants, and Offices,

1960s-1990s Subseries 3.6, Awards, 1970s-1990s Subseries 3.7, Celebrities, 1980s-1990s Subseries 3.8, Sporting Events, Teams, and Awards, 1970s-1990s Subseries 3.9, Concerts, 1987-1990; undated Subseries 3.10, Trade Shows, 1966-1994; undated Subseries 3.11, Travel, 1970s-1996 Subseries 3.12, Unidentified, 1970s-1990s Sub-series 3.12.1, Parade related events, 1983-1993 Sub-subseries 3.12.2, Other, 1970s-1992; undated Series 4, United States Corporate Materials, 1960s-1990s Series 5, Puerto Rican Publicity Materials, 1980s-2000 Series 6, Puerto Rican Photographs, 1960s-2000; undated Subseries 6.1, Parades, 1977 Subseries 6.2, Parties and Banquets, 1970-1996 Subseries 6.3, Community Events, 1972-1999, undated Subseries 6.4 Employees, Plants, and Offices, 1961-1999, undated Subseries 6.5, Awards, 1970s-1996, undated Subseries 6.6, Sporting Events, Teams, and Awards, 1970s Subseries 6.7, Travel, 1960s, undated Subseries 6.8, Products, 2000, undated Series 7, Puerto Rican Corporate Materials, 1970s-2000; undated Series 8, Audiovisual Materials, 1990s, undated

Footnotes

[1] Francisco de Goya (1746-1828) was an influential Spanish artist whose paintings reflected the historical upheavals of his time. For many, the art of Francisco de Goya truly revealed Spain because he painted all of its people.

[2] Note that words in Spanish are set off in italics; periodical titles are underlined.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Ethnic food industry
- Family-owned business enterprises
- Food
- Parades -- United States
- advertising -- 1950-2000
- advertising -- Food

Types of Materials:

- Black-and-white photographic prints -- Silver gelatin -- 1950-2000
- Calendars
- Clippings -- 20th century
- Color prints (photographs)
- Packaging

Container Listing

Series 1: History and Biographical Information, 1960s-1996

Box 1, Folder 1	Family photographs, 1960s-1990s
Box 6, Folder 1	Family photographs
Box 1, Folder 2	Family photographs, 1970s and 1990s
Box 1, Folder 3	Photographs of Joseph Unanue, circa 1970s
Box 1, Folder 4	Photographs of Don Prudencio Unanue, circa late-1960s
Box 1, Folder 5	Program for testimonial to Don Prudencio Unanue, 1968 April 6
Box 1, Folder 6	Biography of Don Prudencio Unanue, circa 1960s
Box 1, Folder 7	Biography of Joseph A. Unanue, circa 1980s and 1990s
Box 1, Folder 8	Biography of Joseph F. Unanue, circa 1990s
Box 1, Folder 9	Biography of Carmen Ana Casal Unanue
Box 1, Folder 10	Biographies of Goya employees, circa 1990s
Box 1, Folder 11	General histories of Goya Foods, Incorporated
Box 7, Folder 5	Twenty-fifth anniversary of the founding of Goya Foods Products, 1961
Box 1, Folder 12	Fifty anniversary, Goya Foods, Incorporated, 1985-1986
Box 1, Folder 13	Sixty anniversary, Goya Foods, Incorporated, 1996

[Return to Table of Contents](#)

Series 2: United States Publicity Materials, 1970-2000, undated

Box 2, Folder 1-11	La Voz Femenina, 1982-1989
Box 3, Folder 1	Carteles, 1998
Box 3, Folder 2	Hispanic Business, January, February, 1982
Box 3, Folder 3	Hispanic Business, June 1991
Box 3, Folder 4	Nuestro, January, February, 1979
Box 3, Folder 5	New Jersey Business, May 1985
Box 3, Folder 6	Republica, 1994
Box 3, Folder 7	Newspaper articles, 1976-77
Box 3, Folder 8	Newspaper articles, 1979
Box 61, Folder 1	Scrapbook of newspaper articles, 1980
Box 3, Folder 9	Newspaper articles, 1981
Box 3, Folder 10	Newspaper articles, 1982
Box 61, Folder 2	Newspaper articles, 1983
Box 3, Folder 11	Newspaper articles, 1984
Box 3, Folder 12	Newspaper articles, 1985
Box 3, Folder 13	Newspaper articles, 1986
Box 3, Folder 14	Newspaper articles, 1990
Box 3, Folder 15	Newspaper articles, 1992
Box 3, Folder 16	Newspaper articles, 1993
Box 61, Folder 3	Newspaper articles, 1993
Box 61, Folder 4	Newspaper articles, April 1996
Box 61, Folder 5	Newspaper articles, June 1996

Box 61, Folder 6	Newspaper articles, July 1996
Box 61, Folder 7	Newspaper articles, August 1996
Box 61, Folder 8	Newspaper articles, September 1996
Box 61, Folder 9	Newspaper articles, October 1996
Box 3, Folder 17	Newspaper articles, 1998
Box 4, Folder 1	Goya Foods, Incorporated, In The News, September-December, 1992
Box 4, Folder 2	Goya Foods, Incorporated, In The News, April-June, 1993
Box 4, Folder 3	Goya Foods, Incorporated, October-December, 1993
Box 5, Folder 1	ECOS de Goya, February 1985
Box 6, Folder 19	Mother's Day greeting from Goya, undated
Box 5, Folder 2	Goya holiday greeting cards, 1995, undated
Box 60, Folder 3	Sports teams posters, 2000, 1994-1995
Box 5, Folder 3	Announcement for relocation of Goya distribution center and offices, 1974
Box 5, Folder 4	Statement for Three Kings Feast, Gracie Mansion, undated
Box 5, Folder 5	Baseball, undated
Box 5, Folder 6	Press release, Kraft and Goya summer promotion, 1988
Box 5, Folder 7	Press Release, Se confiere el titulo de "caballero" al Sr. Joseph A. Unanue, Presidente de Goya Foods, Incorporated, undated
Box 5, Folder 8	Other press releases, undated
Box 5, Folder 9	Press release and newspaper clippings, Queens, New York proclaims Goya Foods Day (Goya fifth anniversary), 1986 December 16
Box 5, Folder 10	Sales representatives annual dinner program, 1982
Box 5, Folder 11	National Conference of Christians and Jews Food Industry Brotherhood Award Dinner-Dance honoring Joseph Unanue, 1985 June 25
Box 5, Folder 12	Hispanic Auxiliary Police Association, Incorporated, annual dinner and dance program, 1988

Box 5, Folder 13	Lists of commercials, 1980s
Box 5, Folder 14	Publicity, 1997
Box 61, Folder 10	60th Anniversary Materials, 1996
Box 5, Folder 15	Publicity, 2000
Box 5, Folder 16	Publicity, undated
Box 7, Folder 1	Scrapbook, 1961
Box 7, Folder 2	El Dario-La Prensa, 1973 September 14
Box 7, Folder 3	Press clippings scrapbook, 1980
Box 7, Folder 4	Food Merchants Advocate, May, June 1996

[Return to Table of Contents](#)

Series 3: United States Photographs, 1960s-1999, undated

Subseries 3.1: Parades and Festivals, 1966-1999

Box 9, Folder 1	Puerto Rican Parade, New York City, 1966 (Nelson Rockefeller and Bobby Kennedy in attendance)
Box 9, Folder 2	Unidentified parade, New York City, 1979 (Miss Universe Maritza Sayalero of Venezuela in attendance)
Box 9, Folder 3	Unidentified parade, New York City, 1979
Box 9, Folder 4	Unidentified parade, Puerto Rican Festival, New York City, 1980
Box 9, Folder 5	Puerto Rican folk festival, circa 1981
Box 9, Folder 6	Folk festival (Little Miss Unity Float), circa 1981
Box 9, Folder 7	Puerto Rican parade, Paterson, New Jersey, 1982
Box 7, Folder 5	Puerto Rican parade, Paterson, New Jersey, 1982
Box 9, Folder 8	Unidentified Parade, Philadelphia, Pennsylvania, 1982
Box 9, Folder 9	Puerto Rican Parade, New York City, 1983 (Tito Puente in attendance)
Box 9, Folder 10	Fiesta Folklorica, New York City, Central Park, 1984
Box 9, Folder 11	Cuban Day Parade, New York City, 1984
Box 9, Folder 12	Puerto Rican Parade, New York City, 1984
Box 10, Folder 1	Cuban Parade, New York City, 1985
Box 10, Folder 2	Fiesta Folklorica, New York City, 1985
Box 10, Folder 3	Puerto Rican Parade, New York City, 1985
Box 10, Folder 4	Puerto Rican Parade, New York City, 1985
Box 10, Folder 5	Dominican Parade, New York City, 1986
Box 10, Folder 6	Elizabeth Carnival, Elizabeth, New Jersey, 1986
Box 10, Folder 7	Hispanic Heritage Week Parade, New York City, 1986

Box 10, Folder 16	Hispanic Society of Suffolk County Parade, 1986
Box 10, Folder 8	Paterson Puerto Rican Parade, Paterson, New Jersey, 1986
Box 10, Folder 9	Puerto Rican Parade, New York City, 1986 (Tito Puente, Performer)
Box 10, Folder 10	Puerto Rican Parade, fifth anniversary of Goya, New York City, 1986
Box 10, Folder 11	Cuban parade of New York, New York City, 1987
Box 10, Folder 12	Dominican parade, New York City, 1987
Box 10, Folder 13	Hispanic American parade, New Jersey, 1987
Box 10, Folder 14	Hispanic American parade, New York City, 1987
Box 10, Folder 15	Jersey City Puerto Rican Day parade, Jersey City, New Jersey, 1987
Box 11, Folder 1	Puerto Rican parade, New York City, 1987 (Tito Puente, Grand Marshal)
Box 11, Folder 2	Puerto Rican week festival, Philadelphia, Pennsylvania, 1987 (Eric Estrada, Grand Marshal)
Box 11, Folder 3	Puerto Rican Week Festival Parade, Philadelphia, Pennsylvania, 1987 (Eric Estrada, Grand Marshal)
Box 11, Folder 4	Puerto Rican parade, New York City, 1988
Box 11, Folder 5	Columbian festival, 1989
Box 11, Folder 6	Cuban parade, New York City, 1989
Box 11, Folder 7	Ecuadorian parade and festival, Bronx, New York, 1989
Box 12, Folder 1	Hispanic American Parade, New Jersey, 1989
Box 12, Folder 2-3	Puerto Rican Statewide Parade of New Jersey, 1989
Box 12, Folder 4	Puerto Rican Parade, New York City, 1989
Box 12, Folder 5	Fiesta Folklorica, Puerto Rico, New York City, 1989
Box 12, Folder 6	Cuban parade, New York City, 1990
Box 12, Folder 7	Dominican parade and festival, New York City, 1990
Box 12, Folder 8	Hispanic American parade of New Jersey, 1990

Box 13, Folder 1	Puerto Rican statewide parade of New Jersey, 1990
Box 13, Folder 2	Puerto Rican parade, New York City, 1990
Box 13, Folder 3	Spanish Society of Suffolk County parade, 1990
Box 13, Folder 4	Cuban parade, 1991
Box 13, Folder 5	Dominican parade, Paterson, New Jersey, 1991
Box 13, Folder 6	Dominican parade, New York City, 1991
Box 13, Folder 7	Hispanic parade, New York City, 1991
Box 14, Folder 1	Puerto Rican parade, New York City, 1991
Box 14, Folder 2	Spanish Society of Suffolk County parade, 1991
Box 14, Folder 3	Louis Enrique XXI Latin American festival, Washington, DC, 1991
Box 14, Folder 4	Columbian Festival, Flushing Meadows, New York, 1992
Box 14, Folder 5	Cuban parade, New York City, 1992
Box 14, Folder 6	Dominican parade of New Jersey, 1992
Box 14, Folder 7-8	Fiestan, New York City, 1992
Box 14, Folder 9	Puerto Rican festival, Boston, Massachusetts, 1992
Box 15, Folder 1	Puerto Rican parade, New York City, 1992
Box 6, Folder 2	Puerto Rican parade, New York City, 1992
Box 15, Folder 2	Puerto Rican parade of Long Island, New York, 1992
Box 15, Folder 3	West Indian Carnival, Brooklyn, New York, 1992
Box 15, Folder 4	African American parade, Harlem, New York, 1993 (Al Sharpton and Jesse Jackson in attendance)
Box 6, Folder 3	African American parade, Harlem, New York, 1993
Box 15, Folder 5	Argentinian parade, New York City, 1993
Box 15, Folder 6	Elizabeth carnival, Elizabeth, New Jersey, 1993

Box 15, Folder 7	Columbian festival, 1993
Box 16, Folder 1	Dominican parade of New Jersey, 1993
Box 16, Folder 2	Dominican parade, New York City, 1993
Box 16, Folder 3	Ecuadorian parade and Festival, New Jersey, 1993
Box 16, Folder 4	Hispanic parade, New York City, 1993
Box 16, Folder 5	Hispanic parade, Queens, New York, 1993
Box 16, Folder 6	Hispanic parade, New Jersey, 1993
Box 16, Folder 7	Puerto Rican parade, New Jersey, 1993
Box 16, Folder 8	Puerto Rican parade, Newark, New Jersey, 1993
Box 16, Folder 9	Puerto Rican parade Trenton, New Jersey, 1993
Box 17, Folder 1-2	Puerto Rican parade, New York City, 1993 (Tito Puente, performer)
Box 17, Folder 3	Puerto Rican parade, Bronx, New York, 1993
Box 17, Folder 4-5	West Indian carnival, 1993
Box 6, Folder 4	Columbian festival, 1994
Box 6, Folder 5	Dominican parade, 1994
Box 18, Folder 1	Puerto Rican parade, Connecticut, 1994
Box 18, Folder 2-3	Puerto Rican parade, New York City, 1994
Box 6, Folder 6	Puerto Rican parade, New York City, 1994
Box 18, Folder 4	Columbian Community festival, 1996
Box 18, Folder 5	Unidentified parade, [Philadelphia, Pennsylvania], 1970s
Box 18, Folder 6	Unidentified parade, [Brooklyn or Queens, New York], circa 1970s or early 1980s
Box 18, Folder 7	Unidentified parade, circa 1980s
Box 18, Folder 8	Puerto Rican parade, New Jersey, circa 1980s
Box 18, Folder 9	Puerto Rican parade, Newark, New Jersey, circa early 1980s

Box 18, Folder 10	Cuban parade, New York City, circa late 1980s
Box 18, Folder 11	Puerto Rican parade, New York City, circa 1980s
Box 19, Folder 1	Festival Independencia de Columbia, New York City, circa 1990s
Box 19, Folder 2	Fiesta Folklorica, undated
Box 19, Folder 3	Unidentified outdoor festivals, undated
Box 19, Folder 4-5	Unidentified parades, circa 1970s-1990s.
Box 6, Folder 7	Unidentified parade, undated

Subseries 3.2: Parties and Banquets, 1970s-1990s

Box 20, Folder 1	Auspiciado por Goya, various events, 1970s
Box 20, Folder 2	Unidentified event, circa late 1970s
Box 20, Folder 3	Employee party, 1979
Box 20, Folder 4	Fiesta de fotografos dedicado a Joseph A. Unanue, 1979
Box 20, Folder 5	Banquet visited by Governor, Philadelphia, Pennsylvania, 1979
Box 20, Folder 6	Merchants of Puerto Rico Dinner, circa late 1970s or early 1980s
Box 20, Folder 7	Cuban parade party, circa 1980s
Box 20, Folder 8	Unidentified part with Miss Goya, circa 1980s
Box 20, Folder 9	Unidentified party with "Old Buenos Aires" theme, circa 1980s
Box 20, Folder 10	Unidentified event, circa 1980s
Box 20, Folder 11	Various sales banquets, circa 1980-1986
Box 21, Folder 1	Unidentified banquet(s) [Goya Party?], circa 1980s
Box 21, Folder 2	Unidentified event [Auspiciado por Goya], circa 1980
Box 21, Folder 3	Street party, 1982
Box 21, Folder 4	Puerto Rican parade banquet, 1984

Box 21, Folder 5	Cuban parade sixtieth anniversary banquet, 1984
Box 21, Folder 6	Unidentified event, circa 1985
Box 21, Folder 7	Sales banquet, Años de Agressividad y Logros, 1985
Box 22, Folder 1	Fund-raising dinner for Museo del Barrio, New York, 1986 (Ed Koch in attendance)
Box 22, Folder 2	Cuban parade banquet, 1986
Box 22, Folder 3	Dominican prade banquet, 1986
Box 22, Folder 4	Hispanic American parade, banquet, 1987
Box 22, Folder 5	Unidentified party, 1987
Box 22, Folder 6	Dominican parade conference and banquet, 1987
Box 22, Folder 7	Puerto Rican parade banquet, Paterson, New Jersey 1987
Box 22, Folder 8	Unidentified event, 1987
Box 22, Folder 9	Hispanic American parade of New Jersey, 1987
Box 22, Folder 10	Jersey City parade related events, 1987
Box 22, Folder 11	Unidentified event, 1987
Box 22, Folder 12	Banquet, 1987 (Honoring Oscar de la Renta)
Box 23, Folder 1-2	Puerto Rican parade banquet, 1988
Box 23, Folder 3	Cuban parade banquet, 1989
Box 23, Folder 4	Hispanic parade banquet, 1989
Box 23, Folder 5	Puerto Rican parade of New Jersey, 1989
Box 23, Folder 6	Puerto Rican parade of New York, 1989
Box 24, Folder 1	National Supermarkets Association, Incorporated, banquet, circa 1990s
Box 24, Folder 2	Unidentified party, circa 1990s
Box 24, Folder 3	Cuban parade banquet, 1990
Box 24, Folder 4	Dominican parade banquet, 1990

Box 24, Folder 5	Puerto Rican parade of New Jersey banquet, 1990
Box 24, Folder 6	Puerto Rican parade of New York banquet, 1990
Box 24, Folder 7	Goya party, Fiesta Goya, 1991
Box 24, Folder 8	Puerto Rican parade of the Bronx, New York, 1991
Box 24, Folder 9	Dominican parade of New Jersey banquet, 1992
Box 24, Folder 10	Dominican parade of New York, reception at Gracie Mansion, 1992
Box 24, Folder 11	Dominican parade banquet, 1992
Box 25, Folder 1-2	Puerto Rican parade of New York banquet, 1992
Box 25, Folder 3	Dominican week party and Reception at Gracie Mansion, 1993
Box 25, Folder 4	Party in honor of Tito Puente's scholarship fund, 1993
Box 25, Folder 5	Puerto Rican parade of New York reception at Gracie Mansion, 1993
Box 6, Folder 9	Dominican parade banquet, 1994
Box 25, Folder 6	Goya party, 1994
Box 6, Folder 10	Employee party, 1994
Box 25, Folder 7	Puerto Rican parade of New York reception at Gracie Mansion, 1994
Box 25, Folder 8	Employee Christmas parties, circa 1970s and 1980s
Box 25, Folder 9	Banquet for Hispanic-Americans of New Jersey, circa 1980s
Box 25, Folder 10	Executives and employees at various events, circa late 1970s or early 1980s (including Mr. And Mrs. Joseph Unanue)
Box 25, Folder 11	Raphael Toro (Public Relations) at unidentified event, circa 1980s
Box 25, Folder 12	Raphael Toro, Joseph Unanue, Joseph Unanue, Jr. and others at unidentified event, circa 1980s
Box 26, Folder 1-2	Goya Party -- Bienvenidos....¡ Esta es tu fiesta!, circa late 1970s [may be several parties from various years]
Box 26, Folder 3-4	Banquets [various banquets taking place in same location-possibly Goya employee parties], circa 1970s and 1980s

Box 27, Folder 1	Banquet [sales award event?], circa 1990s
Box 27, Folder 2	Unidentified event, circa late 1970s
Box 27, Folder 3	Unidentified event, circa 1970s
Box 27, Folder 4	Unidentified event, circa 1970s (Joseph Unanue photographed often)
Box 27, Folder 5-6	Unidentified parties, and dinners, 1970s-1990s
Box 27, Folder 7	Unidentified Parties, 1980s-1990s

Subseries 3.3: Community Events, 1970s-1990s

Box 28, Folder 1	Hispanic International Hall of Fame award, 1983
Box 28, Folder 2	Puerto Rican Family Institute Christmas party, 1985
Box 28, Folder 3	Union of Martians Ladies, Union City, New Jersey, circa 1986
Box 28, Folder 4	Christmas Party at Casa de Don Pedro, Newark, New Jersey, 1986
Box 28, Folder 5-6	School tour of Goya facility, 1986
Box 28, Folder 7a	Press conference for United Organization of the Bronx, 1986
Box 28, Folder 7b	Event at Manhattan Valley Golden Age Senior Center, 1986
Box 28, Folder 8	Asociacion de Directores Ejecutivos de Puerto Rico (APRED) Press Conference, New York, 1987
Box 28, Folder 9	Puerto Rican Family Institute Christmas party, 1987
Box 28, Folder 10	Event at Manhattan Valley Golden Age Senior Center in association with the Puerto Rican parade, 1987
Box 28, Folder 11	Martians Ladies, New Jersey, 1987
Box 28, Folder 12	Promesa's Annual Anti-Drug block party, 1987
Box 28, Folder 13	National Conference for Puerto Rican Women, 1987
Box 28, Folder 14	Donation to New Jersey Community Food Bank, 1987
Box 28, Folder 15	Puerto Rican Congress of New Jersey, 1987

Box 29, Folder 1	Aspira Student Achievers, 1988
Box 29, Folder 2	Event at Manhattan Valley Golden Age Senior Center, 1988
Box 29, Folder 3	Hot Stove League Scouts on their 24th Anniversary, New York, 1988
Box 29, Folder 4	Goya Congratulates Aspira of New Jersey on their anniversary, 1989
Box 29, Folder 5	Dia de los Reyes Magos celebration at Gracie Mansion, 1989
Box 29, Folder 6	Manhattan Valley Golden Age Senior Center Event, 1989
Box 29, Folder 7	NY Hot Stove League awards and banquet, 1989
Box 29, Folder 8	Playground, [New York Area ?], circa, 1989
Box 29, Folder 9	Puerto Rican parade event, 1989
Box 29, Folder 10	B'nai B'rith International event in Recognition of Joseph Unanue, ca. 1990
Box 29, Folder 11	La Casa de Don Pedro Christmas Party, 1990
Box 29, Folder 12	Children's Art Event, circa 1990
Box 29, Folder 13	Con Curso Malta Goya Canal 47, 1990
Box 29, Folder 14	Puerto Rican Traveling Theater, 1990
Box 30, Folder 1	Una Noche de Abrazo Boricua, 1991
Box 30, Folder 2-4	La Casa de Don Pedro Una Feliz Navidad, 1991
Box 30, Folder 5	Campamento Alianza Hispana, Boston, Massachusetts, 1991
Box 30, Folder 6	Public School 161, 1991
Box 30, Folder 7	Puerto Rican heritage and culture month, Board of Education luncheon
Box 30, Folder 8	Puerto Rican heritage and culture month, reception at Gracie Mansion, 1991
Box 30, Folder 9	Somos Uno Conference, 1991
Box 30, Folder 10	Teatro Rodante Puertorriqueno, 1991
Box 31, Folder 1	La Casa de Don Pedro Christmas party, circa 1992
Box 31, Folder 2	Fiesta de los Tres Reyes Magos at Gracie Mansion, 1992

Box 31, Folder 3	Hispanic Youth showcase, 1992
Box 31, Folder 4	Scouts'dinner, 1992
Box 31, Folder 5	Abrazo Boricua, 1993
Box 6, Folder 8	Abrazo Boricua, 1993
Box 31, Folder 6	Campamento Alianza Hispana, 1993
Box 31, Folder 7	Children's art carnival, 1993
Box 31, Folder 8	Dominican week art exhibit, New York City, 1993
Box 31, Folder 9	Fiesta de los Tres Reyes Magos, 1993
Box 31, Folder 10	Hall of Fame 10K Run, 1993
Box 31, Folder 11	Hispanic Youth Showcase, 1993
Box 6, Folder 11	Bronx Community College 10K Run, 1994
Box 32, Folder 1	Henry Street Settlement Christmas party, 1994
Box 6, Folder 12	Henry Street Settlement Christmas party, 1994
Box 32, Folder 2	New York Botanical Garden Bronx day, 1996
Box 32, Folder 3	Welcome Students of Boricua College, circa 1970s
Box 32, Folder 4	Unidentified Children's events, circa 1970s and 1980s
Box 32, Folder 5	Salute to the Dominican parade, circa 1980s
Box 32, Folder 6	Joseph F. Unanue, Jr. presents check for day care center opening, circa 1980s
Box 32, Folder 7	Girl Scouts, circa 1980s
Box 32, Folder 8	Goya con La Juvento, circa 1980s
Box 32, Folder 9	Hispanic Community "New Jersey and You Perfect Together," circa 1980s
Box 32, Folder 10	Manhattan Valley Golden Age Senior Center, sixteenth anniversary event, circa 1980s
Box 32, Folder 11	Mayoral Proclamations, circa 1980s and 1990s

Box 32, Folder 12	Goya Salutes the Hispanic Youth Showcase, circa 1990s
Box 32, Folder 13	Aspira y Goya Honran ha ex-alumnos, undated
Box 32, Folder 14	Goya Saluda a la Comunidad Hispana, undated
Box 32, Folder 15	Miscellaneous unidentified community events, undated

Subseries 3.4: Pageants, 1980s-1994

Box 33, Folder 1	Preparation for pageant event, circa 1980s
Box 33, Folder 2	Hispanic parade, New Jersey, circa 1980s
Box 33, Folder 3	Pageants, 1980s
Box 33, Folder 4	Dominican parade and festival banquet, 1986
Box 33, Folder 5	Puerto Rican parade of New Jersey, 1987
Box 33, Folder 6	Election and Coronation Queen-Ms. Puerto Rico of Paterson, New Jersey, 1987
Box 33, Folder 7	Cuban Parade pageant, 1987
Box 33, Folder 8	Dominican parade pageant, 1987
Box 33, Folder 9	Miss Puerto Rico of Paterson, New Jersey pageant, 1987
Box 33, Folder 10	Comite Civico de Colonia Ecuatoriana pageant, 1987
Box 33, Folder 11	Unidentified Pageant, 1989
Box 34, Folder 1	Cuban Parade Pageant, 1989
Box 34, Folder 2-3	Dominican parade and festival pageant, banquet, and related activities, 1989
Box 34, Folder 4	Puerto Rican parade of New Jersey pageant, 1989
Box 34, Folder 5	Puerto Rican Parade pageant, New York, 1989
Box 34, Folder 6	Cuban parade pageant, 1990
Box 34, Folder 7	Dominican parade pageant, 1990
Box 34, Folder 8	Cuban parade pageant, 1991

Box 34, Folder 9	Fontana de Treve pageant, 1991
Box 34, Folder 10	Fontana de Treve related activities, 1991
Box 34, Folder 11	Puerto Rican parade pageant, New York, 1991
Box 34, Folder 12	Fontana de Treve pageant, 1992
Box 34, Folder 13	Puerto Rican Parade pageant, New York, 1992
Box 34, Folder 14	Fontana de Treve pageant, 1993
Box 6, Folder 13	Dominican parade pageant, New Jersey, 1994
Box 6, Folder 14	Puerto Rican parade pageant, New York, 1994
Box 35, Folder 1-2	Puerto Rican parade pageant, New York, 1994
Box 35, Folder 3	Chivas Regal sponsored events with Miss Columbia U.S.A, circa 1990s
Box 35, Folder 4	Unidentified pageants, circa 1980s
Box 35, Folder 5	San Jose de Palisad pageant with "Miss Piggy", undated
Box 35, Folder 6	Young girls in pageants, circa 1980s

Subseries 3.5: Employees, Plants, and Offices, 1960s-1990s, undated

Box 36, Folder 1	Employee Dance, circa 1960s
Box 36, Folder 2	Outdoor Snapshots at Goya Building, New Jersey, circa 1970s
Box 36, Folder 3	Staff Recreation Room, 1970
Box 36, Folder 4	Joseph Unanue with President of P.B.A., circa 1979
Box 36, Folder 5	Products, circa 1980s

[\[Contact sheet with 27 images of product packaging for Goya Foods, Inc. : black-and-white photoprint: contact sheet\], ca. 1970-1990](#)
1 Item (9" x 11".)
Advertiser: Goya Foods, Inc.
Language: English.
Notes: 03069443.tif (AC Scan)
Silver gelatin on paper.
In Box 36, Folder 5.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Photographer unidentified.

Used April 27, 2010, on the Smithsonian Photographic Initiative web site, "click! photography changes everything" (<http://click.si.edu>) to accompany contributor Jeremy Wolfe's (a professor at Harvard School of Medicine who investigates visual attention) story, which reflects on how photography changes what and how much we remember.

Topic: Food -- Packaging
Genre/Form: Photographs -- 1970-1990 -- Black-and-white photoprints -- Silver gelatin
Contact sheets -- 1970-1990

Box 36, Folder 6	Grocery stores, circa 1980s
Box 36, Folder 7	Goya offices and personnel, Secaucus, New Jersey, circa early 1980s
Box 36, Folder 8	Goya plant, New Jersey, circa 1980s
Box 36, Folder 9	Goya executives with women in Korean [?] costumes, circa 1980
Box 36, Folder 10	Company picnic, circa 1980s
Box 36, Folder 11	Goya employees store, 1980
Box 36, Folder 12	Fifth Anniversary, 1985
Box 36, Folder 13	Goya employees with Tito Puente, 1986
Box 36, Folder 14	Goya employees, New Jersey, 1986
Box 36, Folder 15	"The Storm" Goya plant, New Jersey, 1987
Box 6, Folder 15	Employees, 1987
Box 6, Folder 16	Employee Christmas party, 1988
Box 6, Folder 17	Employees party and awards ceremony, circa 1989
Box 6, Folder 18	Painting of Goya sign, 1992
Box 6, Folder 19	Employees party and awards ceremony, 1992
Box 6, Folder 20	Antonio Santamaria, 1994
Box 37, Folder 1-4	Employees, 1960s-1990s

Box 38, Folder 1-2	Executives, employees (and others) at unidentified events, 1960s-1990s
Box 38, Folder 18	Secaucus, New Jersey moving celebration with letter, undated.
Box 38, Folder 3	Groundbreaking at unidentified site, undated
Box 38, Folder 4	New staff store ribbon cutting, undated
Box 38, Folder 5	Security workers and garage staff, undated
Box 38, Folder 6	Raphael Santana at Goya Plant, undated
Box 38, Folder 7	Tim Galbreth, undated
Box 38, Folder 8	Former Public Relations head with others, undated
Box 38, Folder 9	Food displays and demonstrations with employees or other persons, undated
Box 38, Folder 10	Goya product displays in grocery stores, undated
Box 38, Folder 11	Subway advertisements, undated
Box 38, Folder 12	Aerial photograph of Florida plant, undated
Box 38, Folder 13	Shipping and receiving, undated (slides)
Box 38, Folder 14	Goya warehouse and office, undated
Box 38, Folder 15	Goya factory signs, undated
Box 38, Folder 16	Goya plant in Sevilla, Spain, 1980s
Box 38, Folder 17	Goya plant in Sevilla, Spain, 1999

Subseries 3.6: Awards, 1970s-1990s

Box 39, Folder 1	Puerto Rican Hispanic Sports Council awards, 1978 August 18 (Willie Randolph, Roy White, Unidentified, Lou Piniella, and Billy Martin)
Box 39, Folder 2	Employee awards ceremony, circa 1980s
Box 39, Folder 3	Awards recognition event, 1982
Box 39, Folder 4	Awards event, circa 1986 (New York Hilton)
Box 39, Folder 5	The Antillian-Civic Cultural Institute, New Jersey, 1987

Box 39, Folder 6	Abrazo Boricua, 1987
Box 39, Folder 7	Awards event, 1987
Box 39, Folder 8	Ramon Emeterio Betances awards by Attainment Systems, 1987
Box 39, Folder 9-11	Goya Super Salesmen Awards, 1988
Box 39, Folder 12	Goya salutes the Hispanic Community, 1989
Box 39, Folder 13	Puerto Rican parade, New York City, 1989
Box 40, Folder 1	Awards event, late 1980s or early 1990s
Box 40, Folder 2	Don Prudencio Unanue award for sales, circa 1990s
Box 40, Folder 3	Don Prudencio Unanue award for sales, 1990
Box 40, Folder 4	Distrito 6, 1991
Box 40, Folder 5	Liga Huancavilca, 1991
Box 40, Folder 6	Comite Noviembre, November committee, 1991
Box 40, Folder 7	Intar, 1991
Box 40, Folder 8	Hispanic Youth showcase, 1991
Box 40, Folder 9	National Supermarkets Association, November 1991
Box 40, Folder 10	Bronx Marathon, 1992
Box 40, Folder 11	Liga Huancavilca, 1992
Box 40, Folder 12	Awards ceremony in conjunction with Dominican parade, 1993
Box 40, Folder 13	Award presented to Goya Foods, 1993
Box 40, Folder 14	Periodistas Cubanos (Desayuno), 1994
Box 40, Folder 15	Bronx Community College, 1994
Box 40, Folder 16	Unknown event (Israel Rodriguez pictured), undated
Box 40, Folder 17	Award presented to Jose R. Moret for supporting Manhattan Valley Golden Age Center, undated

Box 40, Folder 18-20	Employee awards, undated
Box 40, Folder 21	Joseph Unanue named "Man of the Year" by New Jersey March of Dimes, undated
Box 40, Folder 22	Joseph Unanue receives honorary degree, undated
Box 40, Folder 23	Meadowlands Chamber of Commerce honors Joseph Unanue, undated
Box 40, Folder 24	City of Newark Proclamation, undated
Box 40, Folder 25	Kiwanis Club, undated
Box 6, Folder 16	Unidentified award, undated
Box 6, Folder 26	Various awards, undated

Subseries 3.7: Celebrities, 1980s-1990s, undated

Box 41, Folder 1	Joseph R. Roldan wins Unanue award, 1983
Box 41, Folder 2	Presidential visit by Ronald Reagan to Goya facility, New Jersey, 1987
Box 41, Folder 3	Rafael Toro with Miguel Agosto Durante, Presidente del Senado de Puerto Rico, 1988
Box 41, Folder 4	Miss Puerto Rico, publicity still, 1988
Box 41, Folder 5	El Gran Combo de Puerto Rico, promotional material, 1990
Box 41, Folder 6	Welcome Party for Olga Elena Mattei, 1991
Box 41, Folder 7	Gracie Mansion Actor's Party, 1991 (John Amos, Kim Hunter [?], Spike Lee, Anthony Quinn, Dr. Ruth in attendance)
Box 41, Folder 8	Goya supports Bush/Quayle, 1992
Box 41, Folder 9	Gracie Mansion Actor's party, 1992 (Michael J. Fox, David Letterman, Tracy Pollan in attendance)
Box 41, Folder 10	Casita Maria, 1993 (Gloria Estefan in attendance)
Box 41, Folder 11	Political campaigning, Democrats supporting reelection of David Dinkins (Mayor-NYC) and Roberto Ramires (Council Candidate), July 1993
Box 41, Folder 12	Christine Todd Whitman at Goya, 1993

Box 41, Folder 13-14	Visit of Senator Lautenberg to Goya Foods Plant, New Jersey, 1993
Box 42, Folder 1	Herman Badillo, New York City politician, undated
Box 42, Folder 2	George H. W. Bush, undated
Box 42, Folder 3	Roberto Clemente postage stamp event, undated
Box 42, Folder 4	Cardinal Cooke, New York City, undated
Box 42, Folder 5	Mayor Dinkins (New York City) and Governor Florio (New Jersey), undated
Box 42, Folder 6	Governor Kean (New Jersey) with Joseph Unanue, undated
Box 42, Folder 7	Ed Koch presenting Certificate of Appreciation to Goya Foods, undated
Box 42, Folder 8	Ed Koch at unidentified event, undated (autographed)
Box 42, Folder 9	Ed Koch at unidentified event, undated
Box 42, Folder 10	Tito Puente presented with fifty years in music appreciation award from Goya Foods, undated
Box 42, Folder 11	Andrew Stern, City Council President, undated

Subseries 3.8: Sporting Events, Teams, and Awards, 1970s-1990, undated

Box 43, Folder 1	Little League event, circa 1970s
Box 43, Folder 2	Sports teams, circa 1970s
Box 43, Folder 3	Baseball tam with R. Toro, Mayor Koch, circa 1980s
Box 43, Folder 4	Inauguration of Goya stars women's softball team, Brooklyn, New York, circa 1980s
Box 43, Folder 5	Sports awards events, circa 1980s
Box 43, Folder 6	Sports activity in Union City, New Jersey, circa 1980s
Box 43, Folder 7	Sports teams with trophies, circa 1980s
Box 43, Folder 8	Unidentified awards ceremony, circa 1980s
Box 43, Folder 9	Little league with pom-pom girls, 1980
Box 43, Folder 10	Liga Deportiva Huancavilca, soccer championship, New York, 1987

Box 43, Folder 11	Baseball camp, circa, 1988
Box 43, Folder 12	Baseball scouts clinic, 1989
Box 43, Folder 13	Bowling awards, 1989
Box 43, Folder 14	Liga Goya, 1990
Box 44, Folder 1	Boys basketball team, undated
Box 44, Folder 2	Baseball teams, undated
Box 44, Folder 3-4	Bowling team awards event, undated
Box 44, Folder 5	Soccer teams and awards, undated
Box 44, Folder 6	Softball and/or Baseball Events, undated
Box 44, Folder 7	Volleyball, Men's and Women's, undated
Box 44, Folder 8	Little league event, undated
Box 44, Folder 9	Little league with Major League Players, undated
Box 44, Folder 10	March of Dimes athletic event, undated
Box 44, Folder 11	Goya sports teams, undated
Box 44, Folder 12	Ronrico sponsors champ of champion series, undated
Box 44, Folder 13	Sports awards events, undated
Box 44, Folder 14	Sports events, undated

Subseries 3.9: Concerts, 1987-1990, undated

Box 45, Folder 1-2	Tito Puente concert, Penns Landing, Philadelphia, Pennsylvania, 1987
Box 45, Folder 3-4	Eddie Palmieri and Friends, Penns Landing, Philadelphia, Pennsylvania, 1988
Box 45, Folder 5	Festival de Musica Goya, New York, 1990
Box 45, Folder 6	Festival de Musica Goya, Philadelphia, Pennsylvania, 1990
Box 45, Folder 7	Festival de Musica Goya, Washington, DC, 1990

Box 45, Folder 8 Willie Colón Concert, Penns Landing, Philadelphia, Pennsylvania, undated

Box 45, Folder 9 Various musicians, undated

Subseries 3.10: Trade Shows, 1966-1994, undated

Box 46, Folder 1 [Hispanic foods exposition, New York, 1966](#)

Box 46, Folder 2 [Frozen foods demonstration, New York, early 1980s](#)

Box 46, Folder 3 Food exposition, 1987

Box 6, Folder 17 Olive oil tasting, 1994

Box 46, Folder 4 Trade show, Goya and Hispanic Media Council, undated

Box 46, Folder 5 Trade show, undated

Box 46, Folder 6 Trade shows, undated

Box 46, Folder 7 [Miscellaneous trade shows, undated](#)

Box 46, Folder 8 Food demonstration, undated

Subseries 3.11: Travel, 1970s-1996

Box 47, Folder 1 Unidentified trip, circa late 1970s

Box 47, Folder 2 Santo Domingo trip, 1988

Box 47, Folder 3 Peru trip, 1994

Box 47, Folder 4 Haiti trip, 1996

Subseries 3.K.1: Parade Events, 1983-1993

Box 48, Folder 21 Puerto Rican parade of New York City, 1983

Box 48, Folder 1 Hispanic parade, 1986

Box 48, Folder 2 Dominican parade, 1989

Box 48, Folder 3 Dominican parade, 1990

Box 48, Folder 4 Puerto Rican parade, New York, 1991 [press conference?]

Box 48, Folder 5	Dominican parade of New York, 1993
------------------	------------------------------------

Subseries 3.K.2: Other Events, 1970s-1992, undated

Box 48, Folder 7	Unidentified event, circa 1970s
------------------	---------------------------------

Box 48, Folder 8	Unidentified event (Auspiciado por Goya), circa early 1980s
------------------	---

Box 48, Folder 9	Unidentified, circa 1986
------------------	--------------------------

Box 48, Folder 10	Unidentified, circa 1986
-------------------	--------------------------

Box 48, Folder 11	Unidentified event, 1987
-------------------	--------------------------

Box 48, Folder 12	Unidentified event, 1987
-------------------	--------------------------

Box 48, Folder 13	Unidentified event, 1987
-------------------	--------------------------

Box 48, Folder 14	Unidentified event, 1989
-------------------	--------------------------

Box 48, Folder 15	Boat Cruise, 1992
-------------------	-------------------

Box 48, Folder 16	Nativity scene, undated
-------------------	-------------------------

Box 48, Folder 17	Pepsi sponsored event, undated
-------------------	--------------------------------

Box 48, Folder 18	Family of Goya, undated
-------------------	-------------------------

Box 48, Folder 19	Sociedad Jovenes de Accion Cultural Eny, undated
-------------------	--

Box 48, Folder 20	La Comunidad España, undated
-------------------	------------------------------

Box 48, Folder 22	Unidentified event, undated
-------------------	-----------------------------

Box 48, Folder 23	Unidentified events, New York City, undated
-------------------	---

Box 48, Folder 24	Unidentified dance, undated
-------------------	-----------------------------

Box 48, Folder 25	Unidentified event, undated
-------------------	-----------------------------

Box 48, Folder 26	Unidentified event, undated
-------------------	-----------------------------

Box 48, Folder 27

Unidentified negatives from various series, undated



[Return to Table of Contents](#)

Series 4: United States Corporate Materials, 1865-1999, undated

Box 49, Folder 1	Unanue and Sons, Incorporated documents, 1856, 1941
Box 49, Folder 2	Salesperson lists, 1965, 1971
Box 49, Folder 3	Correspondence re: financial situation, 1968
Box 49, Folder 4	Inter-office memo re: Eddie Palmieri Concert, 1988
Box 49, Folder 5	Memos
Box 49, Folder 6	Customer complaints undated
Box 49, Folder 7	Blank Goya letterhead for press releases undated
Box 49, Folder 8	Blank 60th Anniversary stationery
Box 49, Folder 9	Envelope for Latin Barbeque cookbook, undated
Box 60, Folder 4	Goya product order forms, undated
Box 49, Folder 10-11	Labels, undated
Box 62, Folder 1	Labels and shopping bag, undated
Box 49, Folder 12	International labels, undated
Box 49, Folder 13-16	Cardboard packaging, undated
Box 49, Folder 17-18	Plastic packaging, undated
Box 49, Folder 19	Photocopies of packaging, undated
Box 50, Folder 1	Sales meeting, 1994
Box 50, Folder 2	Sales meeting, 1997
Box 50, Folder 3	Sales meetings, undated
Box 50, Folder 4	Price lists, undated
Box 62, Folder 2	Price lists undated
Box 50, Folder 5	Mock-up of advertisement, undated

Box 6, Folder 18	Advertising proofs and transparencies, undated
Box 50, Folder 6	Printed advertisements
Box 60, Folder 5	Mounted advertisement, Goya juices, undated
Map-folder 1	Poster, "Festival de Musica Goya", Washington, DC, WMDO 1540AM Radio, Sunday 1990 August 26
Box 62, Folder 2.5	Printed advertisements, circa 1980s-2000
Box 60, Folder 7	Printed advertisements, circa 1990s
Box 60, Folder 8	Posters, circa 1990s
Map-folder 1	Poster, Goya in the Metropolitan Museum of Art, 1995 September 12 -December 31, sponsored by Goya Foods, Incorporated
Box 60, Folder 9	Posters, public service messages, circa 1990s
Map-folder 1	Banner featuring Goya food products, Menú Criollo Goya, undated
Box 50, Folder 7	Advertising postcard, 1969
Map-folder 1	Banner, Goya logo, undated
Box 50, Folder 8-9	Product cookbooks
Box 50, Folder 10	Calendar, 1982
	<p>Goya / Ripe Plantains / Platanos Maduros [color cardboard packaging], ca. 1980-1990</p> <p>1 Item (Ink on paper.; 7.5" x 12".)</p> <p>Advertiser: Goya Foods, Inc.</p> <p>Language: English.</p> <p>Notes: 02069405.tif (AC Scan)</p> <p>In Box 49, Folder 15.</p> <p>Cardboard packaging with reproduced color photograph of cooked plantains; photographer unidentified.</p> <p>Topic: Ethnic food industry Food -- Packaging Plantains</p> <p>Genre/Form: Packaging materials -- 1980-1990</p>
Box 62, Folder 3	Calendar, 1992
Box 62, Folder 4	Calendar, 1995

Box 62, Folder 5	Calendar, 1999
Box 60, Folder 1	Wall calendars, 60th Anniversary, Goya in the Metropolitan Museum of Art, 1996
Box 60, Folder 2	Wall Calendar, 1998
Box 50, Folder 11	Sales kit, 1993
Box 50, Folder 12	Sales kit, 1994
Box 50, Folder 13-14	Sales kit, 1996
Box 50, Folder 15-17	Sales kit, undated

[Return to Table of Contents](#)

Series 5: Puerto Rican Publicity Materials, 1986-2000, undated

Image(s)

Box 8, Folder 1	Magazine, Recuerdos de la Gran Regata Colón '92, undated
Box 8, Folder 2	Magazine, Visión empresarial del Milenio, 2000
Box 8, Folder 3	Newspaper, El Mundo de Hoy, 1988 October 10-16
Box 8, Folder 4	Sixth anniversary publication, 1996
Box 8, Folder 10	Newspaper article, 1986 November 27

[Return to Table of Contents](#)

Series 6: Puerto Rican Photographs, 1960s-2000, undated

Subseries 6.1: Parades, 1977

Box 51, Folder 1 Reina el Diario la Prensa, 1977

Subseries 6.2: Parties and Banquets, 1970-1996

Box 51, Folder 2 Bienvenidos Gran Familia, circa 1970s

Box 51, Folder 3 Unidentified event, circa 1970s

Box 51, Folder 4 Unidentified event, 1979

Box 51, Folder 5 Homage to Ramon Luis Rivera, Mayor of Bayamón, and State Senator Anibal Marrevo, circa 1980s

Box 51, Folder 6 Unidentified event, circa 1980s

Box 51, Folder 7 60 anniversary event, Fiesta las Palmas, 1996 July 4

Box 51, Folder 8 60th anniversary event, Fiesta Planta and Fiesta Palomino, 1996 July 5

Box 51, Folder 9 60th anniversary event, Baile Gala, 1996 July 6

Box 51, Folder 10 Goya Celebrates el Dia de los Tres Reyes, circa 1990s

Box 51, Folder 11 [Reception for Governor Rafael Hernandez Colón, circa 1990s](#)

Box 51, Folder 12 Unidentified party, circa 1990s

Box 51, Folder 13 Unidentified banquets, circa 1970s-1990s

Subseries 6.3: Community Events, 1972-1999, undated

Box 51, Folder 14 Mrs. Liia Mayora-First Lady of Puerto Rico, 1972

Box 51, Folder 15 Council Action for Senior Citizens [Concilio de Accion para Personas Mayores], circa 1980s

Box 51, Folder 16 Estudiantes de Escuela Casiano Cepeda de Río Grande (part of La Educación del Nuevo Milenio), 1999

Box 51, Folder 17	La Escuela Segunda Unidad Julián Marrero de Corozal (part of La Educación del Nuevo Milenio), 1999
Box 51, Folder 18	School teachers receiving gift certificate awards (part of La Educación del Nuevo Milenio), 1999
Box 51, Folder 19	Día de Logros: Alianza Metropolitana de Padres para la Educación, 1999
Box 51, Folder 20	Theatre performers, undated

Subseries 6.4: Employees, Plants, and Offices, 1961-1999, undated

Box 51, Folder 21	Goya Plant of Puerto Rico, 1961
Box 51, Folder 22	Employees wearing "¿Que, de Quien Soy?." tee shirts, circa 1970s
Box 51, Folder 23	Goya fiesta empleatos, 22 December 1995
Box 51, Folder 24	Plant and offices, circa 1995-1996
Box 51, Folder 25	Offices, 1996
Box 51, Folder 26	Unidentified employee event, circa 1996
Box 51, Folder 27	Se Retira des Pues de so Años de Seruicio, 1997
Box 51, Folder 28	Employees, 1999, 1998
Box 52, Folder 1	Employee Awards Ceremony: Premiación de ventas [Actividad Anual de la Fuerza de Ventas Goya], 6 March 1999
Box 52, Folder 2	Employee parties, Fiestas de Madres y Padres, 1999
Box 52, Folder 3	Employee party, Fiesta de Navidad, 1999
Box 52, Folder 4	Semana de las Secretarias, 1999
Box 52, Folder 5	Nuevo Taller de Mecánica de Island Can, 1999
Box 52, Folder 6	Employee Parties [possibly Fiestas de Madres y Padres], 1999
Box 52, Folder 7	Employees, Plants, and Offices, circa 1970s-1990s
Box 52, Folder 8	Flotilla de Camiones "Goya", undated
Box 52, Folder 9	Negatives of factory, undated

Subseries 6.5: Awards, 1970s-1996, undated

Box 52, Folder 10	Prudencio Unanue Award presented to Sra. Herma Burges, Presidente Condevisa, 1987
Box 52, Folder 11	Unidentified Awards Ceremony, circa 1996
Box 52, Folder 12	Goya premiación a vendedores, 12 April 1997
Box 52, Folder 13	Awards, circa 1970s-1990s
Box 52, Folder 14	Prudencio Unanue Award presented to Manuel G. Colina, undated

Subseries 6.6: Sporting Events, Teams, and Awards, 1970s

Box 52, Folder 15	Sporting events, circa 1970s
-------------------	------------------------------

Subseries 6.7: Travel, 1960s, undated

Box 52, Folder 16	Boca Cagrejos, Puerto Rico, circa 1960s
Box 52, Folder 17	Unidentified resort, undated

Subseries 6.8: Products, 2000, undated

Box 52, Folder 18	Advertisement photograph shoot, 2000
Box 52, Folder 19	Goya products, undated

[Return to Table of Contents](#)

Series 7: Puerto Rican Corporate Materials, 1970s-2000, undated

Box 53, Folder 1	Commercial scripts, circa early-1970s
Box 53, Folder 2	List of television commercials, undated
Box 53, Folder 3-5	Archivo General de Comerciales Goya (Archive of Goya Commercials), circa 1970s
Box 54, Folder 1	Inter-Americas advertising blank contract, undated
Box 54, Folder 2	Office forms for in-house use, undated
Box 54, Folder 3	Folder with Goya de Puerto Rico, Incorporated, circa 1990s
Box 54, Folder 4	Blank 60th Anniversary letterhead and envelopes, 1996
Box 54, Folder 5	Notepads, Danza Goya, 1992
Box 54, Folder 6	Commercial story board, circa 1998
Box 54, Folder 7	Artwork, undated
Box 60, Folder 11	Advertisement proofs, 1993 and 1996
Box 54, Folder 8	Printed advertisements, undated
Box 60, Folder 12	Advertisements in publications, 1996, 1995
Box 54, Folder 9	Goyaman Juice Promotion for employees, undated
Map-folder 1	Poster, Picasso Suite Vollard: Museo de Arte de Ponce, 5 abril de 1998
Map-folder 1	Banner: Goya = una sola calidad...la mejor si es Goya ¡Tiene Que Ser Bueno!
Box 54, Folder 10	Product cookbooks, undated
Box 54, Folder 11	Promotional items, undated
Box 54, Folder 12	Press kit, Nectares Goya y Maggy, 1985
Box 54, Folder 13	Press kit, A Whole Lot More Than Just Beans..., undated
Box 54, Folder 14	Empty press kit folders, undated
Box 54, Folder 15	Menú Criallo Goya, undated

Box 54, Folder 16	Menú Criollo Goya, undated
Box 54, Folder 17	Press kit, Casera
Box 54, Folder 18	Press kit, Goya Builds Your Business, undated
Box 54, Folder 19	Holiday greeting card, undated
Box 54, Folder 20	Calendar, 1981
Box 54, Folder 21	Calendars, 1984
Box 62, Folder 6	Calendar, 1987
Box 62, Folder 7	Calendar, 1989
Box 62, Folder 8	Calendar, 1990
Box 62, Folder 9	Calendar, 1991
Box 62, Folder 20	Calendar, 1993
Box 62, Folder 11	Calendar, 1994
Box 54, Folder 22	Goya sponsored calendar, 1998
Box 62, Folder 12	Calendar, 2000
Box 54, Folder 23	Children's activity booklet, Goyaman: Adventura con los Dinosaurios, circa 2000
Box 54, Folder 24	Goya Vaqueros schedule, 2000
Box 54, Folder 25	Production facilities tour brochure, undated
Box 54, Folder 26	Invitation, La 1 era Reunión de Mercadeo, 1999 January 8
Box 54, Folder 27	Invitation to opening of new facility, 1977 November 18
Box 54, Folder 28	Invitations to art exhibit openings, 1998 and undated
Box 55, Folder 1	60th anniversary sales convention program, July 1996
Box 55, Folder 2	Annual report, 1998
Box 55, Folder 3	Annual report, 1999
Box 55, Folder 4	Newsletter, Goya Noticias y Más, 1999

Box 55, Folder 5-9	Newsletter, En Contacto con Goya, 1995-2000
Box 8, Folder 5	Employee newsletters, La fuerza de ventas Goya, 1997 January 10 1997 and 1997 January 14
Box 55, Folder 6	60th anniversary mailing envelope, 1996
Box 55, Folder 7	Advertising, undated
Box 55, Folder 8	Photocopies of packaging, undated
Box 55, Folder 9	"Resumen '99" [Items for PR Annual Report], 1999

[Return to Table of Contents](#)

Series 8: Film and Video Materials , 1959-1990s, undated

Subseries 8.1: Videotapes, 1990s, undated

Box 56, Folder OV	Goya Fifth Anniversary Notes: ½" videotape English Version 30:00 1/19/93
Box 56, Folder OV	"Maestro" Notes: BetacamSP 00:30 9/8/99 Interamericas Advertising
Box 56, Folder OV	Super Show Goya: Día De Acción de Gracias Bobby Capó (13) Notes: ½" videotape
Box 56, Video OV	Habichuelita Goya "Don Julio" Notes: ½" videotape 00:30 8/3/00 Interamericas Advertising
Box 56, Video 3 OV	Unlabeled
Box 57, Item AC0694- OV0003	Commercial Compilation 1 Videocassettes (VHS) Notes: ½" videotape <i>Habichuelita Goya</i> <i>Sofrito Goya</i> <i>Gandules</i> <i>Recaito</i> <i>Cubitos</i> <i>Adobo- Fiel Amigo</i> <i>Salsa de Tomate</i> Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS)
Box 57, Folder OV	The Story of Joseph F. Unanue Notes: ½" videotape

Edelman PR

- | | |
|---------------------|---|
| Box 57, Folder OV | Goya 60th Anniversary Celebration, 1936-1996
Notes: 1/2" videotape

English and Spanish

10:00/11:00

1996

Interamericas Advertising |
| Box 57, Folder 6 OV | 60th Aniversario de Goya: Hotel Conquistador
Notes: BetacamSP

5 julio 1996 |
| Box 58, Folder OV | Mensaje: Don Francisco Unanue: Premio Prudencio Unanue
Notes: 3/4" videotape

05:39

2/20/96

A&V Productions |
| Box 58, Folder OV | Commercial Compilation
Notes: 3/4" videotape

<i>Goya Navidad "Somos Hermanos"</i>

00:60

<i>Goya Navidad "Somos Hermanos" version 1</i>

00:30

<i>Goya Navidad "Somos Hermanos" version 2</i>

00:30

Interamericas Advertising |
| Box 58, Folder OV | Copiar Habichuelita Goya Ammirda
Notes: (<i>Esta en cue</i>)

3/4" videotape |
| Box 58, Folder OV | Demo: Lo Nuestro "Jose Unanue"
Notes: 3/4" videotape

13:00

WSJN TV Canal 24 |
| Box 58, Folder OV | Demo: Business Review Grande
Notes: 3/4" videotape

05:17

3/8/95 |

Interamericas Advertising

Box 59, Folder OV	Bosque Magico Notes: 1" videotape, 3170 ft. 66:00
-------------------	---

Subseries 8.2: Audio, 1959, undated

Box 63, Item OT 694.1	Festival de Musica Goya, TV, 30"-Boston Notes: 5 inch open reel audiotape, 00:30 Corporate Producer: Inter-Americas Advertising, Secaucus, New Jersey
--------------------------	---

Box 63, Item OT 694.2	Festival de Musica Goya, TV, 30"-Hartford Notes: 5 inch open reel audiotape, 00:30 Corporate Creator: Inter-Americas Advertising, Secaucus, New Jersey
--------------------------	--

Box 63, Item OT 694.3	Festival de Musica Goya, TV, 30"-Nueva York Notes: 5 inch open reel audiotape, 00:30 Corporate Creator: Inter-Americas Advertising, Secaucus, New Jersey
--------------------------	--

Box 63, Item OT 694.4	Festival de Musica Goya, TV, 30"-Washington Notes: 5 inch open reel audiotape, 00:30 Corporate Creator: Inter-Americas Advertising, Secaucus, New Jersey
--------------------------	--

Box 63, Item OT 694.5	Festival de Musica Goya, Radio General Reel (Todes la Ciudades) Notes: 5 inch open reel audiotape, 00:30 Corporate Creator: Inter-Americas Advertising, Secaucus, New Jersey
--------------------------	--

Box 63	50 Aniversario Goya, 1936/1986 Notes: 12 inch LP disc, 3 disc set (OD694) Performer: Bobby Capo Copyright: Corporate Creator: Producer: Other Credits: Content Description:
--------	--

Box 63	Gran Concierto Popular-1959 Arturo Somohano Notes: audio cassette tape, 31:14, side a: 15:50, side b: 15:24
--------	--

Symphonic music, with some singing, from the Gran Concierto Popular. Based on the audio cassette tape's label, this was conducted by Arturo Somohano.

Box 63

Hommage a Pablo Casals

Notes: 12 inch LP audio discs

[Return to Table of Contents](#)