

Honoring our land. Honoring one another.

Both have yielded incredible bounty + blessing. The story of Yeyo's El Alma de Mexico began in the heart of Michoacán, the state in West-Central Mexico where seven brothers and sisters grew up together in the unity of shared meals around the table and work.

Chef Rafael Rios moved north to the California coast with his family as a teenager, his father farming seasonally. After fifteen years of honorable service in the U.S. Army, the entire Rios family and their young children chose to relocate from Oxnard, California to Northwest Arkansas in 2006, attracted by the region's rural beauty, agricultural roots, and a palpable spirit of open opportunity.

Stepping foot in the musty vintage feed store that used to stand on A street for decades brought them back to their childhood of raising animals and working the earth for abundance. Don Yeyo's, the patriarch and now grandfather, began farming an idyllic seven-acre plot of land purchased in the town of Little Flock, just six miles east of downtown Bentonville. Early crops brought gleaming tomatoes, peppers, and onions.

Soon, the rows were overflowing with more vegetables than all of even the seven families could handle. They began supplying the farmer's market, followed by the opening of a wildly celebrated street taco truck just off the square in 2012. After a handful of years, Yeyo's opened its doors in the bustling 8th Street Market in 2018. Since the start and to this day, everything at the farm is grown naturally and tended by hand, without the use of any chemicals or compromising pesticides.

The soil is respected and replenished each year, lending an incredibly flavorful, nutrient-dense edge to each harvest. Fresh plucked blackberries, bok choy, mizuna, squash, carrots, kale blossoms, and radish, herbs, and lush heirloom tomatoes are just a glimpse of the ingredients showcased on plates prepared in the open kitchens.

Many of the meats are sourced from sustainable ranches like Hanna Family and Osage Creek. Each venture and success since the very first seed fell into the ground has been about sharing the goodness of the land while delving into deep culinary traditions of Mexico. Our community has been transported and enlivened. The yearning to authentically re-create the tastes of his home and share the richness of this dynamic region in the Ozarks has led Chef Rios to innovate in a very intricate way. It's unique. Something to be savored. The Mezcaleria & Taqueria at the 1907 in Rogers is an even more intimate honoring of the traditions, art, and flavors of the family's hometown of Villa Jimenez. The Yeyo's Hospitably Group has an ongoing investment in not simply how the food is cooked, but how it's cultivated. Whether it's a decadent two-year-old aged mole sauce or an impossibly crisp garnish picked at the height of ripeness, the details delight.

Written by lovely Yeyo's customer