

...made and served by the people for the people.

Beta Bodega is a record label that began in 1999 and is spearheaded by designer and music enthusiast La Mano Fria (LMF). The motivation for the label stems from events, concepts, political and social issues, that focus on Latin American people, as well as, the rest of the "Third World". The label's mission is to inform and address current matters in these places while bringing about awareness through design and music.

The label formed by LMF, solicited friends and other musical artists to be a part of a concept that is illustrated visually by LMF and formed audibly by the artists. This was the birth of Beta Bodega Coalition. This coalition was maintained as the working process for each of these releases yet allowed to evolve through the artists work. The original label has spawned into three separate labels: Beta Bodega, Rice & Beans and Botanica Del Jibaro, which collectively have over 30 releases. Each label taking its course in its own musical genre to allow the artists to focus. This allows the message to be captured by your eyes and your ears.

Currently in production, "**Bandeja Paisa**" (Japanese & English text), is a compendium of LMF's work, adventures and writings to date. This book through it's loose structure represents diversity of the label and those people in which Beta Bodega Coalition encounters. Giving a voice to the common people (no matter if you're an artist, janitor, office worker, or DJ), in a world where only people and corporations with money can voice their opinions and push them on the masses. **Bandeja Paisa** is made and served by the people for the people.



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