

Philly Seafood Regina & Ava Peña Biography

Regina Peña

Regina Garcia Peña has been the President and Co-owner of Philly Seafood for over 20 years. Philly Seafood has taken the Garcia family shrimp production and brought it to market - creating the family's own brand from scratch. You will always know it is their shrimp by their logo - the cowboy riding a shrimp. Regina began her Philly journey modestly but doggedly selling her family's shrimp product out of her personal suburban to Houston area restaurants she identified strategically. She did this with her young children in tow. As part of Regina's pitch, she would state, "This is the best shrimp in the world!". Since then, Philly Seafood has grown into a passionate team that continues to work on establishing itself as a national brand. By partnering with various local, state, and federal fishery improvement projects, the Philly team works to certify the gulf shrimp industry as sustainable. Regina has been married to Daniel Peña for 34 years; they have 7 children; and she has always been an entrepreneur.

Ava Peña

Ava Peña is the Philly Seafood Social Media Manager. She is also Regina's youngest daughter. Ava has created the digital marketing aspect of Philly Seafood. She applies her unique ideas and knowledge of the newest trends to market Philly's products which is proving to be successful. Ava is studying Public Relations and Marketing at the University of Houston and is set to graduate in May 2021. She has a passion for experiencing new cultures and enjoys traveling. Ava is also a mentor and teaches a cooking course at the U.S. Dream Academy.