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Savor the Flavors in Deo's Kitchen

Neither his 5th overseas deployment in the U.S. Navy or a worldwide pandemic were insurmountable obstacles for Carlos De Osambela and wife Wendy in the past year in running - and growing - their business, Deo's Kitchen.

When they relocated to Selinsgrove, Wendy and Carlos found a welcoming community; but one thing was missing from the local restaurant offerings: delicious Latin cuisine. Early on, they sought out the Bucknell University Small Business Development Center for guidance in their business plan and financial projections. In addition, the SBDC gave them advice on their social media presence and referred them to legal assistance.

Carlos and Wendy faced many challenges on their road to success: most notably the COVID-19 pandemic that struck just months after they opened their doors.

"The SBDC filled the gap between a dream and the reality of business ownership." ~ Carlos De Osambela



But, instead of dwelling on the circumstances, they adapted and overcame. With the first week of local school closures, they reacted with care for their community; and began offering affordable takeout family trays for families adapting to remote school. In the months since, Deo's Kitchen has worked tirelessly to meet new health guidelines and provide a safe experience for their staff and customers.

Today, Deo's Kitchen has managed to thrive under the conditions of

COVID-19, crediting their success to their strong relationship with the community. Despite pandemic-related limitations, orders are fully booked on many nights and regulars know to call early in the day to schedule takeout and curbside pickup orders. As Deo's Kitchen enters the new year, Carlos says, "Innovation and authenticity will remain at the forefront of our daily efforts. The reason we created this kitchen is based on what we like to think of as the 'Ratatouille' principle. We want to bring our culture to people through our flavor, and give our customers an experience that will transport them to their childhood dinner tables."