

La Parra Named 2026 George W. Ashby Award Recipient for Business Excellence

Berwyn, Illinois — The Berwyn Development Corporation (BDC) is proud to announce La Parra as the 2026 recipient of the George W. Ashby Award for Business Excellence, an annual honor recognizing a Berwyn-based business that exemplifies professionalism, quality, and a deep commitment to the local community.

La Parra has become a beloved part of Berwyn’s vibrant business landscape, offering homemade pastas, tapas, and thoughtfully crafted cocktails in a warm, welcoming setting. With its Mediterranean-inspired menu, full bar, and both dine-in and carryout options, La Parra reflects the creativity, care, and entrepreneurial spirit that define Berwyn’s diverse and close-knit business community.

“Berwyn’s small businesses are the heartbeat of our city, and La Parra truly represents the best of what our local business community has to offer,” said Fabiola Avitia, Chair of the George W. Ashby Award Committee. “From the quality of their food and service to the inviting atmosphere they’ve created, La Parra consistently presents a professional and positive image of Berwyn while making residents and visitors alike feel at home.”

The George W. Ashby Award for Business Excellence is named in honor of one of Berwyn’s distinguished early architects. George W. Ashby designed every grade school in Berwyn, as well as J. Sterling Morton High School, leaving a legacy of craftsmanship and community investment. The award is presented annually to a local business that provides high-quality goods or services, maintains a visually appealing space, delivers exceptional customer service, and contributes positively to Berwyn’s economic and community vitality.

Award recipients are nominated by fellow Chamber members and vetted through the George W. Ashby Award Committee, comprised of members of the Berwyn Development Corporation Board of Directors. Final selection is made by a vote of Chamber members, the majority of whom are local business owners and community organizations.

“We are incredibly honored to receive the George W. Ashby Award,” said La Parra co-owners Salvador Plascencia, Jose Muñoz, Fernando Muñoz, Valerio Muñoz, and Maria Padilla. “Berwyn is a community that shows up for its local businesses, and we’re grateful to be part of a city that values connection, culture, and supporting one another. This recognition means a great deal to our entire team.”

The Berwyn Development Corporation is a public–private partnership with the City of Berwyn that provides Chamber services and economic development support to local businesses. As a 501(c)(3) nonprofit, the BDC promotes Berwyn as a dynamic destination and advances initiatives that strengthen the local business climate, attract investment, and enhance overall community vitality.

For more information about the Berwyn Development Corporation or the George W. Ashby Award for Business Excellence, please contact Macey Morales, BDC Marketing Manager at maceym@berwyn.net or 708-749-6583.

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