



## Jesus E. Rivera Sr.

December 21, 1938 - July 13, 2019

Jesus E. Rivera, Sr. went to be with the Lord on July 13, 2019, at the age of 80, in San Antonio, TX. He was born on December 21, 1938 in Laredo, TX. He is preceded in death by his parents, Paulino and Maria de Jesus Rivera and siblings, Inez Paulino Rivera, Juanita Ayala, Maria Louisa Medellin and Manuel Rivera. Jesus is survived by his loving children, Jesus Emilio Rivera, Jr. (Patricia) and Michelle Yvette Martinez (Javier); siblings, Guadalupe Zapata, Maria de Rosario Landin (Ignacio), Consuelo Lara, Dolores Guajardo (Guadalupe) and Paul Rivera (Ernestina); and 5 grandchildren, Vivian Celeste Martinez, Dorian Javier Martinez, Andres Nicolas Rivera, Elyssa Lourdes Rivera and Marcos Gabriel Rivera.

Jesus is a graduate of Laredo Martin High School and he proudly served in the United States Air Force for 6 years in the 95th Combat Defense Squadron and the Reserves. He loved the sport of wrestling and the game of baseball. He enjoyed cheering for the Chicago Cubs and the New York Yankees. Jesus worked as a bagger at a local Laredo grocery store and ultimately as a data transcriber and supervisor. Jesus was also an entrepreneur and had many different business adventures like the owner of Mexican food restaurants, a distributor of cookies, importer of Mexican goods, a life insurance salesman and was a fortune 500 corporate buyer. In 1983, he reinvented chicharron and made it a mainstream snack under the BEA'S brand. He developed the BEA'S brand and sold the products into regional grocery customer chains, to

convenience store customers and restaurant customers from Austin, TX to the Rio Grande Valley of Texas, Jesus also had many hobbies that he turned into part-time careers such as photography, He will be missed by all who knew and loved him.

Visitation will be on Monday, July 22, 2019 from 5:00 to 9:00 p.m. with a Rosary to be recited at 7:00 p.m. at Mission Park Funeral Chapels South. Funeral procession will depart the funeral home at 11:30 a.m. for a Funeral Mass at 12:00 p.m. at Mission San Jose Church on Tuesday, July 23, 2019. Interment to follow at Fort Sam Houston National Cemetery.

# Cemetery Details

## Ft. Sam Houston National Cemetery

1520 Harry Wurzbach  
San Antonio, TX 78209

# Previous Events

## Visitation

JUL 22. 5:00 PM - 9:00 PM (CT)

Mission Park Funeral Chapels South, Cemeteries & Crematories  
1700 SE Military Dr  
San Antonio, TX 78214  
(210) 924-4242  
<https://www.missionparks.com/>

## Rosary

JUL 22. 7:00 PM (CT)

Mission Park Funeral Chapels South, Cemeteries & Crematories  
1700 SE Military Dr  
San Antonio, TX 78214  
(210) 924-4242  
<https://www.missionparks.com/>

## Funeral Mass

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JUL **23**. 12:00 PM (CT)

Mission San Jose Catholic Church  
701 E. Pyron  
San Antonio, TX

# Tribute Wall



“ 2 files added to the album *Memories Album*



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**Mission Park Funeral Chapels & Cemetery** - July 16, 2019 at 03:33 PM