



Juan Antonio "Sonny" Falcon

March 13, 1938 - December 19, 2019

Juan Antonio "Sonny" Falcon

On December 19, 2019 Juan Antonio "Sonny" Falcon, slid safely home, surrounded by those who loved him most.

Sonny was born March 13, 1938 in Mercedes, Texas He played basketball & baseball for Mercedes High School. On the Baseball diamond he excelled, as a Freshman he beat out the upper class-men for the starting Varsity catcher position, a feat unheard of in the 1950's. He was labeled as a "troublemaker", because he would stand up for the little guy and speak up about social issues. Yet he did these things in a kind and gentle way trying to make light of his feelings through humor. He graduated from Mercedes High School in 1957.

He played semi-pro baseball and attended Texas A& I.

He entered the Naval Reserve until an officer whom had a strong racial bias finally pushed him too far. He quit and the officer threatened him that "he would have him drafted" and with Sonny's divine and humorous way he replied "he wasn't smart enough to have him drafted". Sonny was awarded an Honorable Discharge and made his way to Austin in December 1958.

His first job was working at Glastron Boat Company sanding fiberglass boat hulls, a job he said was the worst he ever had. He then went to work for

Austin Meat Company where he spent several years.

After quite a long courtship he married Guadalupe “Lupe” Guajardo in November of 1962. He eventually took the Meat Market Mangers position at Guajardo Cash Grocery, a position that he did not know would make history. The family store at the corner of 9th & Lydia was the epicenter for many endeavors to follow. He began to make barbacoa de cabeza in the back bakery of the store, this lead to the foundation of what would become Falcon Food Products, the first State Inspected Food Processing plant which produced Barbacoa de Cabeza commercially in Texas. Falcon Food Products supplied many local grocery stores and restaurants with unequaled products including Barbacoa de Cabeza, Chorizo Mexicano and Chicharrones. His first restaurant was Taco Tyme on S. Congress across from the School For The Deaf.

Little would he ever know that in September 1969 he would revolutionize Tex-Mex cuisine forever at a small Dies y Seis de Septiembre Celebration in Kyle, TX. It was there he sold the 1st Fajita ever. Sonny introduced Fajitas to the world or what he called “a little bit of heaven rolled up in a tortilla.”. In the mid 1970’s a local Austin reporter called Sonny the “King of Fajitas” and soon Sonny was known as the “Fajita King”, shortly thereafter he was awarded a State Trademark for “Fajita King™”. He operated several restaurants under the Fajita King trademark, but many would find him traveling all over the state selling fajitas by the tens of thousands every weekend. The Fajita King™ was fixture at events such as the; Turkey Trot races in Cuero, Texas Arts & Crafts Fair in Kerrville, West Texas Fair and Rodeo in Abilene, Livestock Shows & Rodeo in San Antonio or Mercedes, Austin Aqua Fest & Pecan Street Festivals in Austin . He was the premier caterer for Willie Nelson’s Pedernales Country Club. Lady Bird Johnson was a fan and asked Sonny cater one of the opening events for the Texas Wildflower Research Center. Arnold Palmer fell in love with fajitas at The Legends of Golf tournament held at Onion Creek

Country Club and for the remainder of the tournament Ms. Palmer would be frequent visitor to his booth. There are countless stories that can be told.

Sonny and Lupe had three sons, they showered them with love and support through out their lives. Through their kids participation in PTA's, scouting, baseball and all things Travis Heights or South Austin related was simply amazing, Sonny was always quick to help with Fajita fundraisers. He also had huge roles in civic organizations such as LULAC, South Austin Evening Lions Club where he served a term as President and South Austin Little League serving as Commissioner. He also served on many Travis County and Federal Grand Juries.

There never was a road trip that Sonny ever said "no" too. There were great vacations from coast to coast with family, or his part Carney (and we mean this in a loving way) world of traveling the state with his fajita operation or some form of a tailgate experience with the Longhorns. Sonny was avid Texas Longhorn Baseball fan and his place amongst the Wild Bunch is forever cherished with his Longhorn Baseball family. There are many documented laughs and miles through John Kelso's newspaper columns. Longhorn super fan Scott Wilson and Sonny were quite the comedic duo of the American Road. On Monday December 16th- Sonny ventured out on his final road trip of his life to his hometown in South Texas.

He was preceded in death by his Wife of 56 years, Guadalupe Falcon. Step Father Gregorio Vega, Mother Maria De La Luz Vega, his Brother Alfredo "Fred" Falcon, and former Brother in law Pablo Gonzalez.

He is survived by his beloved Sons: John D. Falcon and wife Mimi Curry, Robert J. Falcon and wife Lorie, Jose A. Falcon and wife Sheila; Sister Alice

Solis and brother in law Larry. 9 grandchildren and 2 great granddaughters.

Friends are invited to share memories and tributes with the family at: www.centraltexascremation.com

Funeral Arrangements are entrusted to his Sons: Robert J. and Jose Falcon-
The Falcon Family Funeral and Cremation Service and Affordable Burial &
Cremation Service of Austin, TX.

Instead of flowers: Memorials may be made in Sonny's name to:

South Austin Baseball
C/O Charles Schreiber 1401 Hillmont St Unit A Austin, TX 78704

or

Casa Marianella
<https://rally.org/casamarianella>

Cemetery Details

Texas State Cemetery

909 Navasota St
Austin, TX 78702

Previous Events

Celebration of Life

JAN 10. 11:00 AM (CT)

Mission Serenity Chapel
6204 S 1st St
Austin, TX 78745

Tribute Wall



“ *Juan Antonio "Sonny" Falcon*

October 05, 2023 at 10:58 AM



“ *Juan Antonio "Sonny" Falcon*

October 04, 2023 at 06:25 PM



“ *Juan Antonio "Sonny" Falcon*

September 26, 2023 at 10:57 PM



“ *I would like to express my condolences to the family of Juan. I was sorry to hear of his death. Due to a prior commitment, I could not attend his funeral. John, Robert and Jose, your Dad was a wonderful guy; it was a great pleasure to know your Dad for many years. My prayers are with you and all of your family members as I know you will miss him. Freddie Finch a/k/a Freddie The Mailman*

Linda Finch - January 10, 2020 at 03:15 PM



“ *When I first met Sonny at his home to prep For radio interview, I fell in love! So many stories about his story!*



DuAnne Redus - January 10, 2020 at 11:03 AM

DB

“ I remember when I worked with this gentleman he was a terrific person he always made sure we had enough to eat and drink i will always have ya in my heart Sonny,Rip my friend

Daniel Barrera - January 10, 2020 at 10:04 AM

DR

“ Hailing from a Beef and Pork state like Iowa, we long heard about the lore of Texas BBQ. As soon as we moved here I started learning and studying some of the greats of Texas BBQ. A common love of flying discs introduced me to John, Robert and Sonny The Fajita King Falcon. So blessed to have grilled with Sonny and the boys while studying the true art of well prepared, sizzling skirt. My fajitas will never be the same...and Sonny will live on through better grilling. Rest in Peace and love to the Falcon Family.



Des and Jay Reading - January 10, 2020 at 12:34 AM

RM

“ A great loss, he will always be remembered as a great dad and friend.

Rodney Moeller - January 08, 2020 at 07:09 PM

RG

Your father and mother will always be loved by all of us and he will be cherished in our memories forever. My family condolences to your family.

Rene' Guardiola - January 09, 2020 at 11:05 PM

SM

“ Growing up on E.9th st. just a block from Guajardo's Grocery store I would always go buy candy,sodas everyone that worked there was like a family grandma really was like grandmother to me .Ramiro used to cash checks there, Hopie worked the cash register.I would go with Jessie in a Volkswagen van to delivery flyers with the stores weekly specials.Sonny was working the meat market the meat was always fresh my mom would send me and my brothers to the store when ever she was cooking for items she would need.I have great memories at the store. RIP Sonny you will truly be missed.
Silverio(Sub)Martinez

Silverio P Martinez - January 05, 2020 at 09:07 PM

EP

“ Elizabeth Peacock lit a candle in memory of Juan Antonio "Sonny" Falcon



Elizabeth Peacock - January 05, 2020 at 04:58 PM

WC

“ Always enjoyed visiting with Sonny at the ballpark and the fajitas by the "Fajita King"™ at the rag fest parties over the years. So glad to see Sonny at the party for Hunnert at Wilson's. I believe there's baseball in heaven and sure they've got some good fajitas there now too. Sympathy and prayers go out to Sonny's family and friends. Kathy and Wayland Clark



Wayland Clark - December 24, 2019 at 07:44 PM

JM

“ I'm so sorry. We hold you in our thoughts and prayers!!!

Jason Matthews - December 23, 2019 at 05:29 PM

DK

“ I remember Sonny helped me land one of my first jobs as a youth working at the Fajita King. I don't know what it was about making fajitas at the restaurant but to this day i have yet to even come close to his standards.

Thank you Sonny for being a good friend and being there in my life to help me.

RIP

David Kohler

David Kohler - December 21, 2019 at 07:07 PM

DB

“ John I will never forget your Dad and the time I worked with him I want to offer my most sincere Condolences to you and your brothers he will be missed RIP Sonny Remembering You „Daniel Barrera

Daniel Barrera - December 21, 2019 at 10:57 AM

ME

“ Mark Edwards lit a candle in memory of Juan Antonio "Sonny" Falcon



Mark Edwards - December 20, 2019 at 05:25 PM