



Jose Longoria

September 19, 1934 - May 19, 2025

Jose Longoria, age 90, of Kingsville, Texas, entered eternal rest on May 19, 2025, in his beloved hometown.

Born on September 19, 1934, in Harlingen, Texas, Jose was the cherished son of Rosalio Jr. and Jila Longoria. A dedicated worker throughout his life, he spent many years as a salesman with Coca-Cola Bottling Company, lovingly referred to as “Coca-Cola Joe.” He was also the proud co-owner and operator of Longoria Stand, a well-loved local food vendor fixture that served the community for decades.

Jose was a faithful and humble servant of God and a devoted member of Templo Betel Assembly of God Church. He lived out his faith through acts of kindness and generosity, always willing to lend a helping hand to family, friends, and neighbors. He found joy in tending his garden, nurturing both plants and people, and took great pride in supporting local youth as a sponsor of community baseball and softball teams. He was the loving patriarch of his family, nurturing those around him with strength, support, and enthusiastic encouragement.

He was preceded in death by his loving wife, Marta L. Longoria; and three sisters, Maria de Refugia Barrera, Julia Garcia, and Maria Garcia.

Jose's legacy of love and service lives on in his family: his daughters, Rebecca (James) Gonzalez of San Antonio and Leticia L. (Daniel) Fisher of Floresville; his sons, Jose Longoria Jr., Ruben Longoria, and Noe (Raquel) Longoria, all of Kingsville, and Jacob (Mary) Longoria of Cumming, Georgia. He was a proud grandfather to five grandchildren: Noe Omer (Maria) Longoria Jr., Gloria Longoria, Israel Longoria, Zane Longoria, and Isabella Longoria; and a joyful great-grandfather to Noah and Nathaniel. He is also survived by his sister, Alicia Peña, and his brother, Juan (Maria) Longoria, both of Harlingen, along with numerous nieces, nephews, cousins, and extended family members who will forever cherish his memory.

Visitation will be held on Tuesday, May 27, 2025, from 9:00 a.m. to 3:00 p.m. at Ramirez-Salinas Funeral Home, continuing at Templo Betel Assembly of God Church, 628 E. Richard, from 4:00 p.m. to 9:00 p.m., with a Religious Service at 7:00 p.m.

A Funeral Service will be held on Wednesday, May 28, 2025, at 10:00 a.m. at Templo Betel Assembly of God, with Pastor Daniel Jimenez officiating. Burial will follow at Santa Gertrudis Memorial Cemetery.

Arrangements are under the compassionate care of Ramirez-Salinas Funeral Home.

Cemetery Details

Santa Gertrudis Memorial Cemetery

835 W Caesar Ave
Kingsville, TX 78363

Previous Events

Visitation

MAY 27. 9:00 AM - 3:00 PM (CT)

Ramirez-Salinas Funeral Home
230 East Ella Avenue
Kingsville, TX 78363
(361) 592-2413

Visitation

MAY 27. 4:00 PM - 9:00 PM (CT)

Templo Betel Assembly of God
628 E. Richard Ave.
Kingsville, TX 78363

Religious Service

MAY 27. 7:00 PM (CT)

Templo Betel Assembly of God
628 E. Richard Ave.
Kingsville, TX 78363

Funeral Service

MAY 28. 10:00 AM (CT)

Templo Betel Assembly of God
628 E. Richard Ave.
Kingsville, TX 78363

Tribute Wall



“ *Ramirez-Salinas Funeral Home created a Livestream Services in memory of Jose Longoria*



Ramirez-Salinas Funeral Home - May 27, 2025 at 03:25 PM



“ *Palo Alto College Career Center: SATX purchased the Tender Tribute for the family of Jose Longoria.*



Palo Alto College Career Center: SATX - May 27, 2025 at 09:10 AM



“ *Crystal Cross Bouquet was purchased for the family of Jose Longoria.*



May 26, 2025 at 09:01 PM



“ *Emerald Garden Basket was purchased for the family of Jose Longoria.*



May 24, 2025 at 09:23 PM



“ *Victoria, Sabrina, James and Jacob purchased the Divine Peace Bouquet for the family of Jose Longoria.*



Victoria, Sabrina, James and Jacob - May 24, 2025 at 12:30 PM



“ *Your AMP Family purchased the Simply Elegant Spathiphyllum for the family of Jose Longoria.*



Your AMP Family - May 23, 2025 at 10:14 AM



“ *my condolences to you and your family.*

Nidia Lopez - May 22, 2025 at 05:42 PM

JD

“ Our sincerest condolences for the family.
Our memory of Mr. Longoria: He, Longoria Stands, sponsored
Cristian’s Pony League baseball team for three years. He was
always willing to help anyone who needed it. He will be missed.
The Delgados 🙏✝️🕊️

J Delgado - May 21, 2025 at 10:17 PM

CT

“ I am Carla Trevino a friend and old neighborhood resident from WAY
back. I am truly sadden by my friend's passing but also content in
knowing that this wonderful man is in the presence of our Lord and
Savior. I could write a book about what an awesome man Mr.
Longoria was. Always cheerful and a strong storyteller of his life
experiences that usually featured his christian beliefs. Another
admirable trait he had was always being health conscious way
before it became a trend. He was a very astute self taught business
man that served the community in various ways. He was very kind
to me and always gave me a little keepsake to show his gratitude
for me seeing the Longoria family as a second family. One such gift
was a shiny silver 10 cent piece that was minted on my birthday
year. Also, occasionally he gave me a pepper plant because he
knew of my love for hot sauce. He always made sure I knew I was
welcomed at their home. Mr. Longoria was so caring that he
occasionally visited the sick and hoped his visits and stories would
bring a little cheer and distraction from whatever ailed them. Mr.
Longoria will be greatly missed by all that love him. But he has left
an inspiring legacy- that anyone can achieve what they want in life
by relying on their christian values, morals and hard work. A legacy
that the young in his family can aspire to emulate. Rest in Peace Mr.
Longoria. Cheers! with a coke in hand.

Carla Trevino - May 20, 2025 at 06:48 PM

RG

Thank you for such kind words Carla! He loved you like a daughter!

Rebecca L. Gonzalez - May 21, 2025 at 10:00 AM

CT

You and your family will always have a special place in my heart.

Carla Trevino - May 21, 2025 at 03:35 PM