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**LATINO<sup>®</sup>  
CULINARY  
INSTITUTE  
& ASSOCIATION**

# **COCINA 101**

*Inicia Tú Propio Restaurante*

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*Launch Your Own Restaurant*

Presented By  
Chef Lydia Gonzalez



## 1 Introducción

# 2 Nuestra 3 Asociación

4 **Latino Culinary Institute & Association** es una organización sin fines de lucro cuya misión es capacitar, educar y apoyar la próxima generación de latinos que deseen ser dueños de su propio restaurante.





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# COCINA 101

- **La Receta para un Exitoso Restaurante**

- **Éxito vs. Fracaso**

- **Nuestros Expertos**

- Brenda Coloma
- Pete Garcia
- Jorge Diez Free
- JC Gonzalez
- Adrian Escobedo





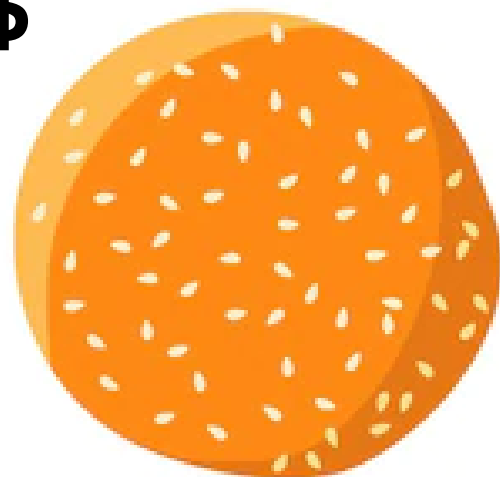
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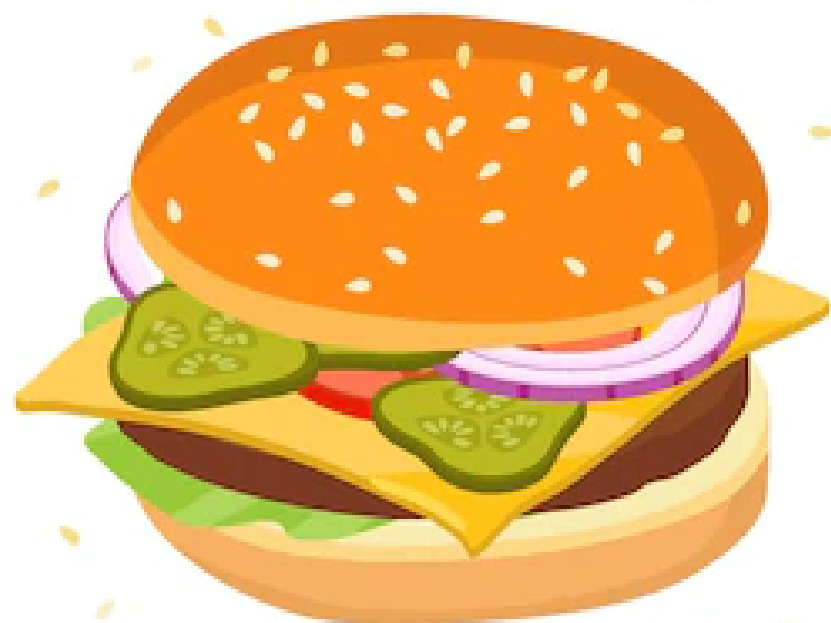
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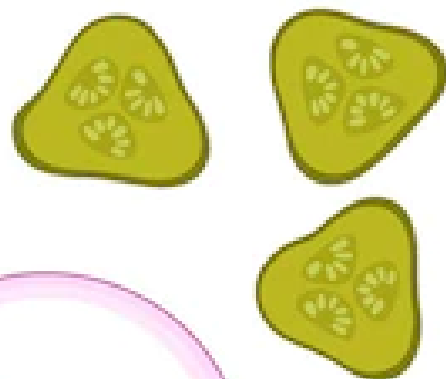


BURGER INGREDIENTS

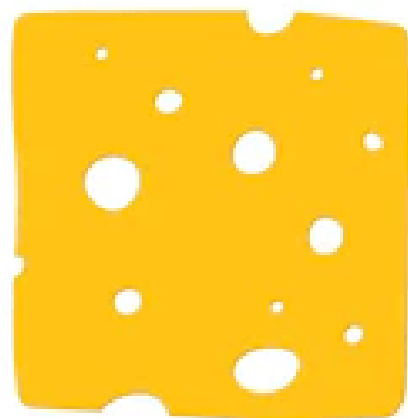
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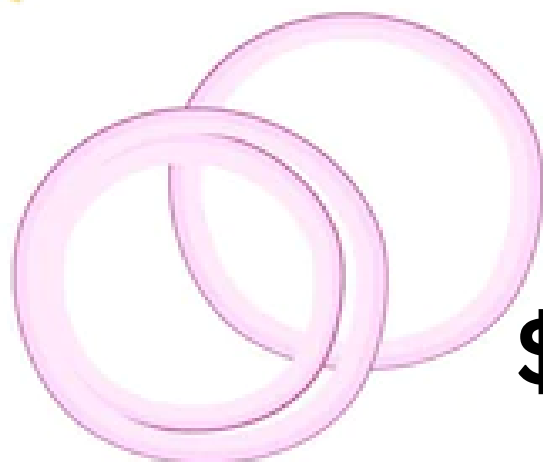
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# La Receta para un Exitoso Restaurante

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7. \$\$ Capital

1. Plan de Negocio

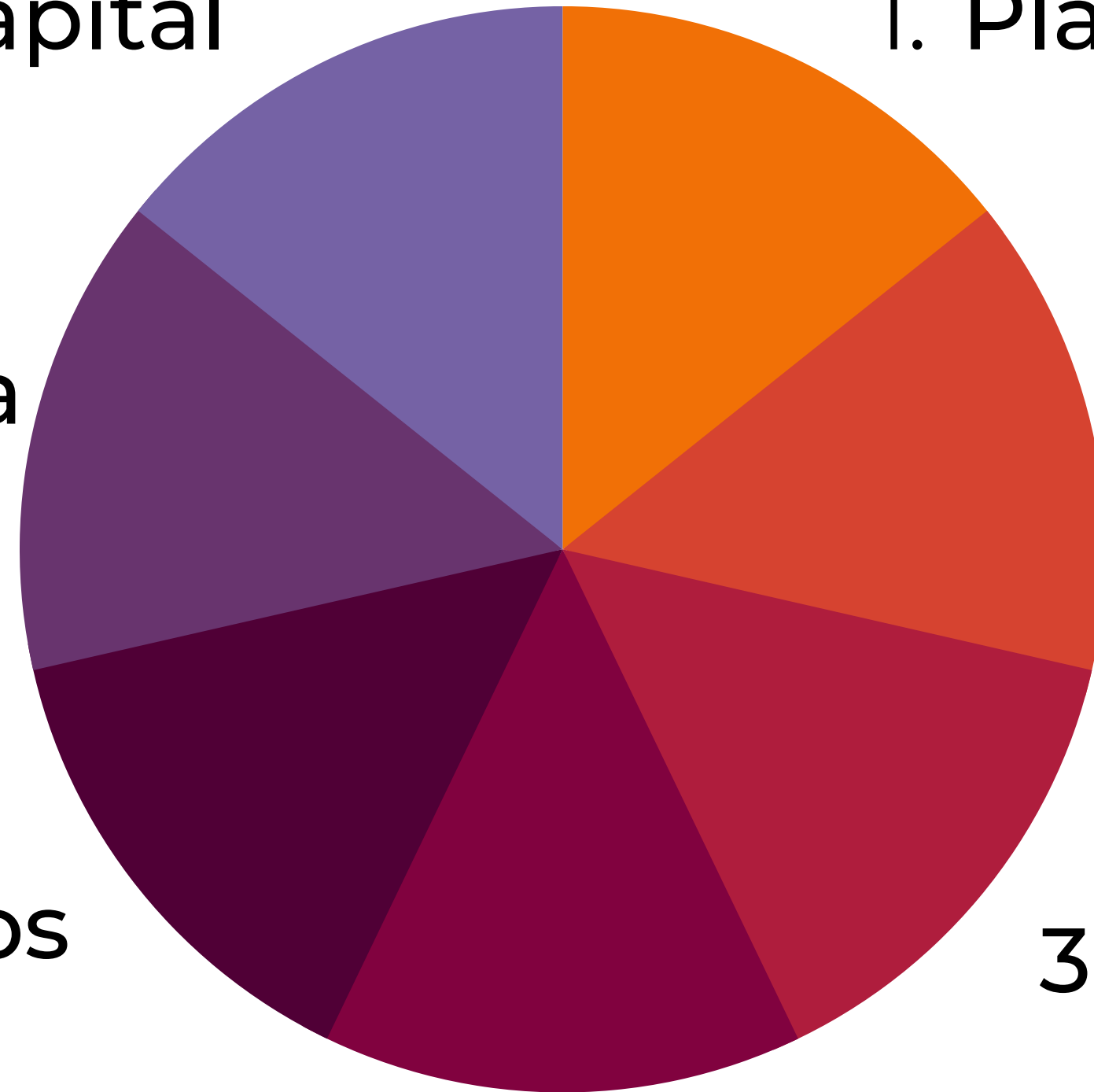
6. Mercadotecnia

2. Concepto / Marca

5. Costos Operativos

3. Menu

4. Ubicación y Clientes





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# Plan de Negocio/Receta

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- **Qué es un plan de negocio?**
- **Por qué es importante tener un buen plan de negocio?**



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# Concepto

- **Qué es un concepto?**
- **Elementos del Concepto de Restaurante:**

- |                       |             |
|-----------------------|-------------|
| 1. Nombre             | 4. Marca    |
| 2. Menú               | 5. Servicio |
| 3. Perfil del cliente | 6. Diseño   |





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# Tipos de Restaurantes

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- **Full service - Mi Cocina**
- **Casual Dining - Chipotle**
- **Fast Food - Pollo Regio**
- **Catering**
- **Food Manufacturing**
- **Ghost Kitchen**
- **Pop-up**





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MUDRA  
MALAM

DINING FOR 12 PEOPLE &  
REFINED BY AYURVEDIC PR  
CULMINATED BY INDONESIA  
EVERYTHING IS SOURCED F  
FROM LOCAL FARMS  
PREPARED AND COOKED USING  
QUALITY INGREDIENTS

SPECIALS & APPETIZERS

**BRIETABAK**  
A MODERN TWIST ON AN INDONESIAN STREET  
FAVORITE - MEATLESS PAPER-THIN MARTABAK  
TOASTING BRIE CHEESE, ONIONS, MUSHROOMS,  
ORGANIC DILL PICKLES 65k

**PURPLE RAIN**  
HOMEMADE PURPLE BEET HUMMUS DIP WITH  
ORGANIC BALINESE PURPLE 'UBE' SWEET  
POTATO CHIPS. PRINCE WLD HV APPROVED 60k

**GRILLED SALMON WHEAT ROTI**  
GRILLED WHEAT PANCAKES WITH CREAM CHEESE,  
SMOKE CREAM + ORGANIC PICKLES 70k

**INDONESIAN SESAME SALAD**  
ORGANIC EGG LOUNGING ON A BED  
OF GREENS WITH TEMPEH, NORI, AVOCADO 65k

**GRILLED TUNA CHOPPED  
QUINOA SALAD**  
GRILLED TUNA W SPICY MAYO ON A BED OF  
FRESHLY CHOPPED SALAD, TOPPED WITH  
VEGETABLES, FRUIT + QUINOA. HAIYAH! 75k

**AVO GADO GADO**  
A MANDATORY INDONESIAN SALAD STAPLE -  
DONE THE MUDRA WAY - BIGGER PORTIONED  
AND WITH BETTER INGREDIENTS LIKE RED RICE,  
TEMPEH, BEANSPROUTS, CABBAGE, PEANUT  
SAUCE AND LUSCIOUS AVOCADOS 85k

DUE TO INCESSANT INQUIRY, WE ALSO SERVE  
OUR EGGS ROSTI & DRAGON BOWLS AT NIGHT

Prices do not include tax + service

# Menú

- **Elementos del Menú:**
  1. Categoría de los alimentos
  2. Precios
  3. Diseño
- **Su menú debe coincidir con el tipo de restaurante que usted desea lanzar.**



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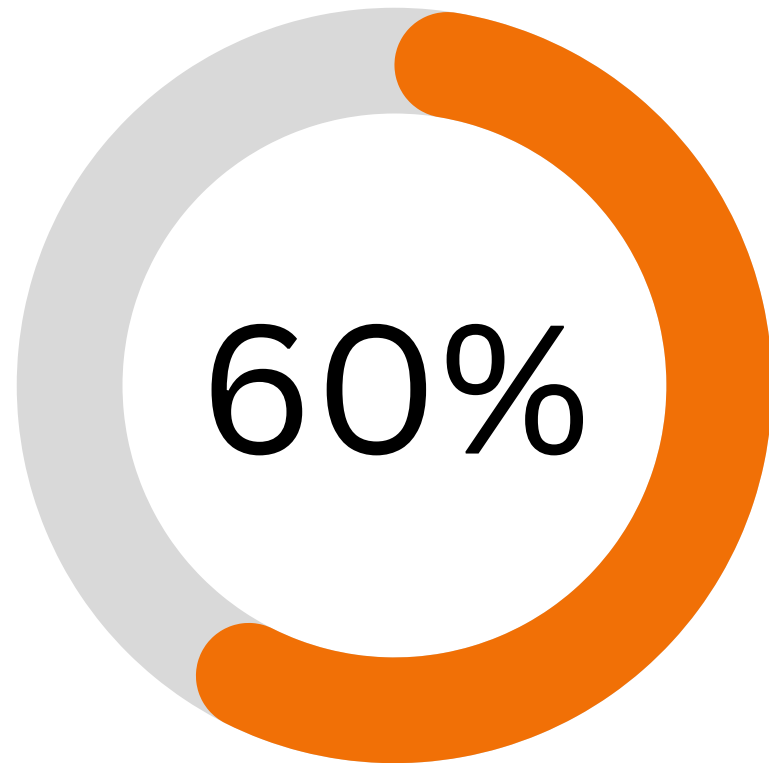


# PRESUPUESTO

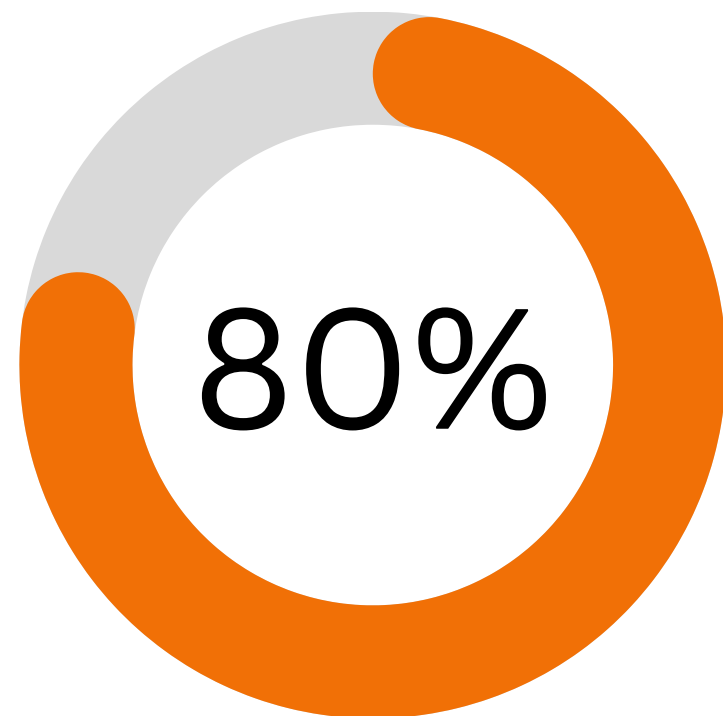
- **Qué es el presupuesto destinado a un restaurante?**
- **Por qué es esencial conocer su presupuesto?**
- **Con cuánto presupuesto debe contar para los gastos del restaurante?**



# Éxito vs. Fracaso



**60%** de los restaurantes no logra sobrevivir a su primer año



**80%** de los restaurantes cierran a los 5 años de su inauguración.



# Por qué fracasan muchos Restaurante?

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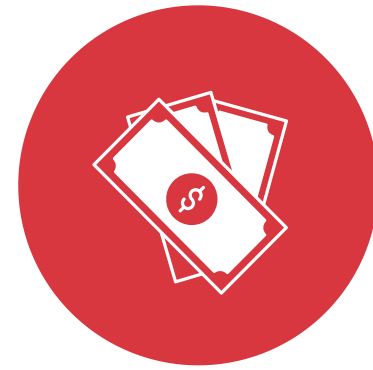
Falta de visión

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Insuficiente  
experiencia  
en la industria  
culinaria

3



Insuficiente  
capital  
operativo

4



Mala  
Ubicación



Desconocimiento  
de los números



Alta rotación del  
personal



No seguir los parametros  
de Higiene y Salubridad



Mezclar familia y  
negocios



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# **BRENDA COLOMA**

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**PRINCIPAL  
ASSOCIATE BROKER  
CERTIFIED  
COMERCIAL ADVISOR**



**LETSFLYCREW**  
COMMERCIAL REAL ESTATE WORLDWIDE



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**LETSFLYCREW**  
COMMERCIAL REAL ESTATE WORLDWIDE

# Commercial Real Estate Consulting & Brokerage Services

**Restaurant Tenant Representation  
“Beyond Brokerage Services”**



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# Estudio del Mercado

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- **Qué es el análisis de mercado para un restaurante?**
- **Qué debe incluir en su análisis?**
- **Por qué es tan importante el análisis de mercado?**



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# CASE STUDY

## French Restaurant

### Needs:

- 4,000SF of Space
- 5 – 10 Year Lease with Option to Renew

### Experience:

- 10 Years Sous Chef experience at a popular French Restaurant in Chicago
- Partner recently inherited and is ready to invest in this concept
- Neither has ever opened a restaurant.
  - Chef will run restaurant operation (Food, Menu, etc)
  - Partner will run restaurant business (Sales, Expenses, Salaries, Marketing...)



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# CASE STUDY

- Partner found a second-generation restaurant space in South Dallas, fully furnished, and a landlord who is ready to negotiate a good deal
- Former restaurant use was Lebanese/Mediterranean concept
- Wants us to call the Broker and start negotiating a lease agreement

**What should I do?**

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# Questions to ask my clients

- Business Plan
  - Overall concept idea & Menu
  - Who is your customer? Spending traits? Demographics? Etc.?
  - Annual Gross Sales
    - Cost of Goods / Food (25% - 40%)
    - Cost of Labor (About 30% total – Mgmt. about 10%)
    - Rent Budget Calculation (Most Important as it will make or break your business) **No more than 5% - 10%**
    - Other Costs (Marketing, Accounting, Insurance, Licenses/Permits, POS,...)
    - Profit
  - 5 to 10 Year growth projection plans
    - At what point do we hire more staff? What are the costs involved?
  - Exit Strategy
    - Business Failed / Need to Expand

*\*Source: The Ultimate Guide to Restaurant Costs Blog, by Nick Darlington  
<https://www.7shifts.com/blog/restaurant-costs/>*



# Questions to ask my client

- Financials
- Cash Available
- Budget for build-out
- Big Expenses if space needs Grease Trap / Vent Hood
- Budget for Equipment and Furnishings
- Security Deposit and Advanced Rent
- Loan Down Payment (if taking a loan such as SBA)
- 6-12 months Cash Reserves

**If my client can't answer these questions, my client is not ready to start this business /look for commercial space!**



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# More questions to ask my client (Beyond Brokerage Services)!



- What is your restaurant concept – casual, comfort food, delivery only, fine dining, etc?
- Target Demographics?
- What is your customer profile? Who is your ideal customer?
- Where do they live?
- Where do they work?
- Where do they eat?
- What's their household income?
- What are their spending habits? Breakfast, lunch, and dinner?

**If my client can't answer these questions, a Market Analysis must be done to make sure this restaurant ends up in the ideal LOCATION! We also need to research the local competition!**





## Tapestry Segmentation Area Profile

Dallas County Sample Location  
Dallas County, TX (48113)  
Geography: County

Sample Report

# Tapestry takes into account Consumers and their Behavior Patterns including:

- Household Size
- Median Age
- Median Household Income and Net Worth
- Highest Education Received
- Occupation
- Socioeconomic Traits
- Race and Ethnicity
- Housing (Rent vs Ownership)
- Household Budget and Spending Interests

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	965,880	100.0%		2,015,356	100.0%	
<b>1. Affluent Estates</b>	<b>82,838</b>	<b>8.6%</b>	<b>86</b>	<b>177,653</b>	<b>8.8%</b>	<b>83</b>
Top Tier (1A)	30,718	3.2%	190	63,044	3.1%	176
Professional Pride (1B)	14,485	1.5%	92	34,271	1.7%	93
Boomburbs (1C)	5,696	0.6%	33	12,427	0.6%	33
Savvy Suburbanites (1D)	18,407	1.9%	64	40,965	2.0%	63
Exurbanites (1E)	13,532	1.4%	72	26,946	1.3%	69
<b>2. Upscale Avenues</b>	<b>44,698</b>	<b>4.6%</b>	<b>83</b>	<b>81,148</b>	<b>4.0%</b>	<b>69</b>
Urban Chic (2A)	23,697	2.5%	189	41,229	2.0%	167
Pleasantville (2B)	3,015	0.3%	15	6,207	0.3%	13
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	17,986	1.9%	130	33,712	1.7%	125
<b>3. Uptown Individuals</b>	<b>113,323</b>	<b>11.7%</b>	<b>305</b>	<b>179,484</b>	<b>8.9%</b>	<b>283</b>
Laptops and Lattes (3A)	8,645	0.9%	83	13,465	0.7%	76
Metro Renters (3B)	102,705	10.6%	624	162,473	8.1%	610
Trendsetters (3C)	1,973	0.2%	19	3,546	0.2%	19
<b>4. Family Landscapes</b>	<b>82,761</b>	<b>8.6%</b>	<b>113</b>	<b>195,448</b>	<b>9.7%</b>	<b>122</b>
Soccer Moms (4A)	27,773	2.9%	97	67,140	3.3%	105
Home Improvement (4B)	49,055	5.1%	299	115,219	5.7%	311
Middleburg (4C)	5,933	0.6%	21	13,089	0.6%	22
<b>5. GenXurban</b>	<b>57,826</b>	<b>6.0%</b>	<b>53</b>	<b>122,177</b>	<b>6.1%</b>	<b>56</b>
Comfortable Empty Nesters (5A)	16,809	1.7%	71	36,402	1.8%	74
In Style (5B)	15,373	1.6%	71	30,696	1.5%	73
Parks and Rec (5C)	13,237	1.4%	70	27,469	1.4%	71
Rustbelt Traditions (5D)	8,909	0.9%	42	20,331	1.0%	49
Midlife Constants (5E)	3,498	0.4%	15	7,279	0.4%	15
<b>6. Cozy Country Living</b>	<b>7,693</b>	<b>0.8%</b>	<b>7</b>	<b>17,379</b>	<b>0.9%</b>	<b>7</b>
Green Acres (6A)	3,028	0.3%	10	6,712	0.3%	10
Salt of the Earth (6B)	2,379	0.2%	9	5,514	0.3%	10
The Great Outdoors (6C)	1,315	0.1%	9	2,992	0.1%	10
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	971	0.1%	4	2,161	0.1%	5
<b>7. Ethnic Enclaves</b>	<b>232,118</b>	<b>24.0%</b>	<b>336</b>	<b>576,449</b>	<b>28.6%</b>	<b>344</b>
Up and Coming Families (7A)	20,722	2.1%	84	49,306	2.4%	91
Urban Villages (7B)	13,512	1.4%	134	35,537	1.8%	123
American Dreamers (7C)	77,927	8.1%	548	183,936	9.1%	543
Barrios Urbanos (7D)	104,638	10.8%	1,043	271,276	13.5%	1,076
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	15,319	1.6%	195	36,394	1.8%	192

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

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## LifeMode Group: Uptown Individuals

# Metro Renters

3B

Households: 1,911,500

Average Household Size: 1.67

Median Age: 32.5

Median Household Income: \$67,000

### WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

### OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

### SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

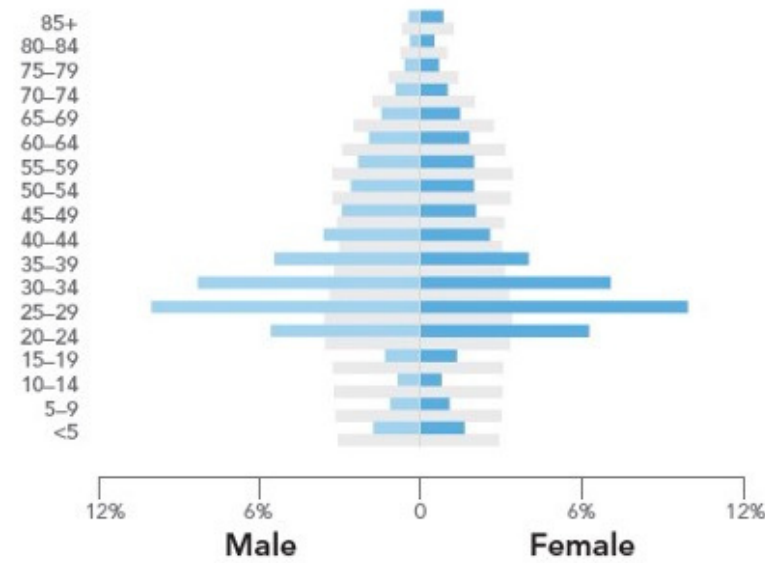




## AGE BY SEX (Esri data)

Median Age: **32.5** US: 38.2

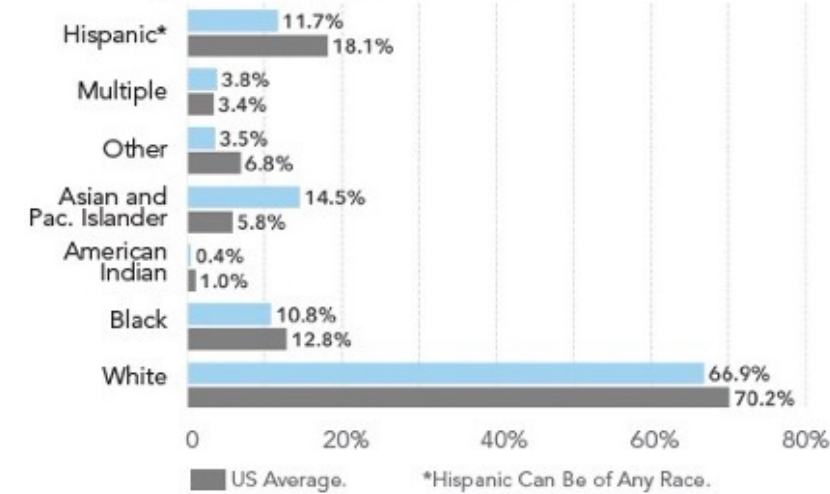
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **61.9** US: 64.0



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

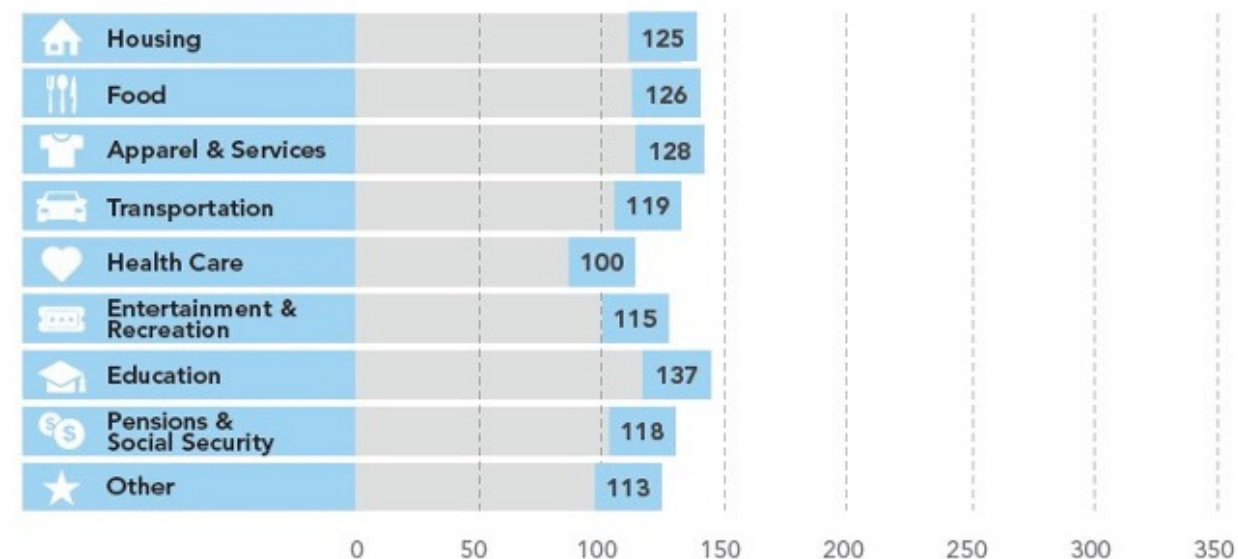


### Median Net Worth



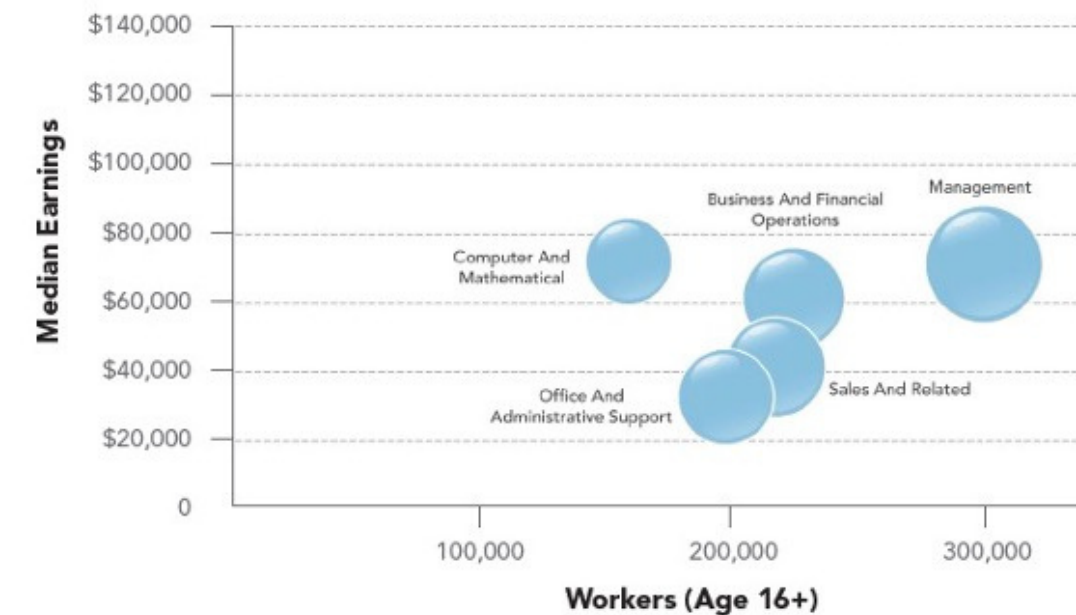
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.







## MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

## HOUSING

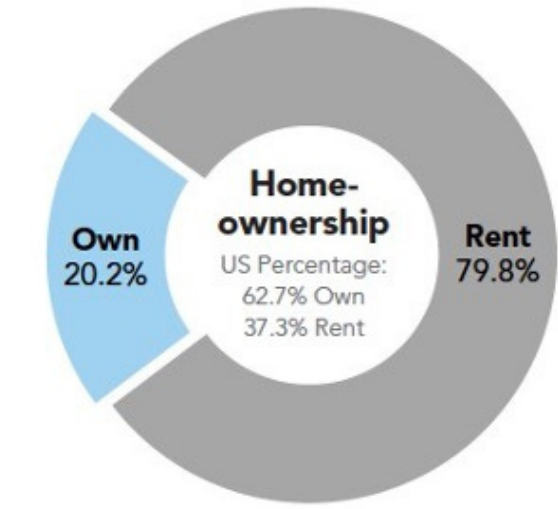
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals

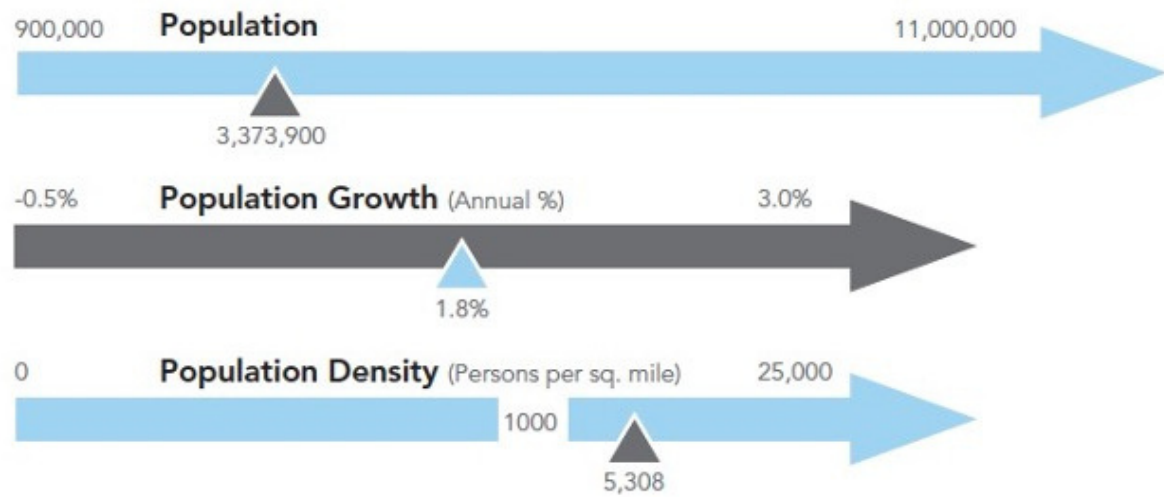
**Average Rent:**  
\$1,430

US Average: \$1,038



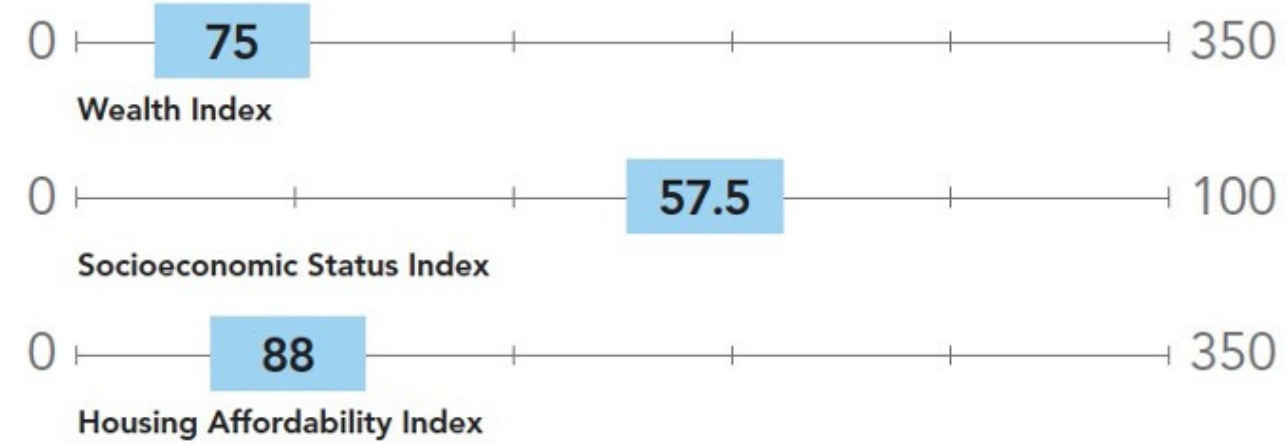
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





# My Client's Ideal Customer

- **Economic**
  - High Net Worth / High Income
  - Frequents Restaurants (high spending budget)
- **Work Type / Occupation**
  - White Collar
  - Management
- **Age**
  - 30s, 40s and older
- **Family**
  - Married / Married with Children
- **Other**
  - Likes to travel
  - Has been to France / Europe



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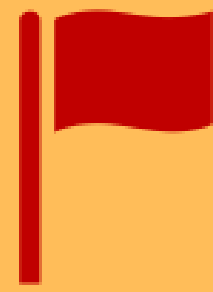
CASE

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STUDY



- Partner found a second-generation restaurant space in South Dallas, fully furnished, and a landlord who is ready to negotiate a good deal
- Former restaurant use was Lebanese/Mediterranean concept
- Wants us to call the Broker and start negotiating a lease agreement



# LOCATION! LOCATION! LOCATION!

- Client has negotiated a lease at a LOCATION where they are guaranteed to succeed based on Market Study that was performed that indicated ideal customer / demographics
- Client will save money on marketing due to being at the right LOCATION
- Client has no competition or less competition at this LOCATION because the Market Study was also utilized to research the local competition
- According to the US Bureau of Labor Statistics, 20% of new businesses fail during the first 2 years of being open. 45% during the first 5 years and 65% during the first 10 years.



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# LETSFLYCREW

COMMERCIAL REAL ESTATE WORLDWIDE

Brenda Coloma

[Brenda@letsflyrealty.com](mailto:Brenda@letsflyrealty.com)

Cell 469-613-8610



# PETE GARCÍA

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**Independent  
Insurance Agent**



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**BUSINESS OWNERS POLICY**



**GENERAL LIABILITY**



**WORKERS COMPENSATION**



**BUSINESS UMBRELLA**



# Business Owners Policy

## “BOP”

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- Combines protection for all major PROPERTY and GENERAL LIABILITY risks in one insurance package

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- Property- Buildings and contents. Standard and Special

- Business Interruption Insurance

- Liability protection- Legal responsibility resulting bodily injury

- Not covered under BOP's : Professional Liability, Workers Comp, and Auto. Separate insurance policy





# GENERAL LIABILITY

- Bodily Injury
- Property Damage
- Personal & Adv Injury



**LAWSUIT**

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Protects Employees / Business Work Related

- Accidents
- Illnesses
- Death
- Covers medical costs and lost wages for workers who are injured and or become ill on the job.

# Workers Compensation Insurance



# Business Umbrella Insurance

Extra Layer of Protection

Bodily Injury

Property Damage

Medical Expenses

Attorneys Fees



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Psalm 28:7

## **PG Americano LLC**

**Pete Garcia** – *Independent Insurance Agent*

Tel: (972)-786-1801

Email: [pgamericanollc@gmail.com](mailto:pgamericanollc@gmail.com)



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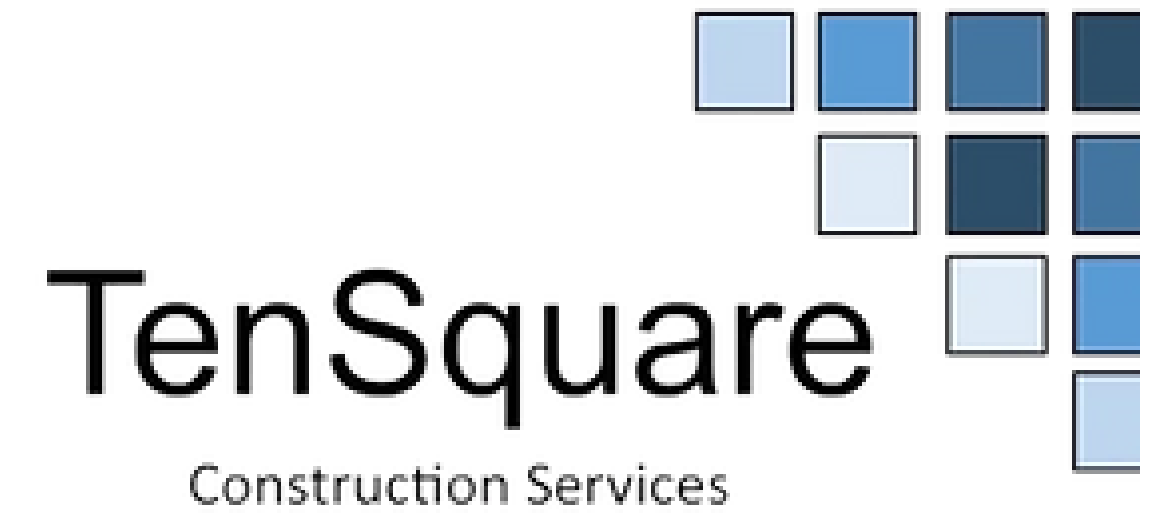
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# JORGE DIEZ FREE

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**CEO de TENSQUARE LLC**



# What to Do and Don't before opening a restaurant

## DO'S

1. Select a great location
2. Complete a menu
3. Understand the operation flow
4. Get a list of all equipment
5. Decide on your atmosphere/ look:
  - A. Industrial/ rugged
  - B. Homey
6. Space of seating area, carry out area and delivery areas
7. Review and change DRAWINGS as many times as necessary for:
  - a. the restaurant flow.
  - b. location of equipment
  - c. seating area
  - d. POS
8. Make changes after you open
9. Keep focus on OPENING as soon as possible

## DON'Ts

1. Change equipment once it is decided.
2. Add drain lines, Electrical outlets, heating lamps, countertops, etc., after DRAWINGS are approved and construction has started
3. Expect to be open in 3-months
4. Slow down Construction Phase



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# TenSquare

Construction Services

Jorge Diez Free

[tensquarecs@gmail.com](mailto:tensquarecs@gmail.com)

Cell: 214-632-1577

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# JC GONZALEZ

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**VICE PRESIDENT  
SENIOR BUSINESS  
BANKING RELATIONSHIP  
MANAGER at  
WELLS FARGO &  
COMPANY**





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JC Gonzalez

JC.Gonzalez@wellsfargo.com

Cell: 469-442-0948

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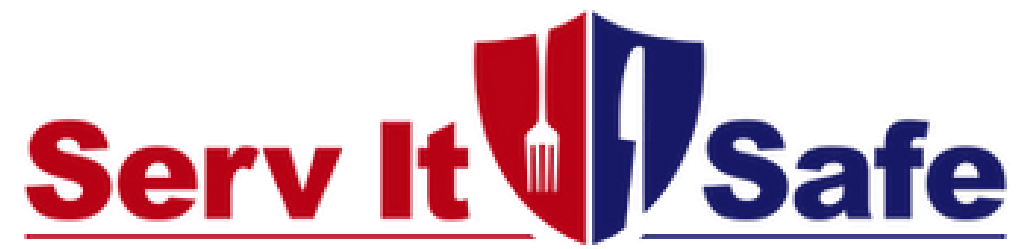
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# ADRIAN ESCOBEDO

**HEALTH INSPECTOR  
SERSAVE, INSTRUCTOR  
PROCTOR, TABC  
FOOD HANDLER**



Food Managers-Handlers-TABC-Certifications

HACCP/SOP's & Food Audits





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**Food Managers-Handlers-TABC-Certifications**

**HACCP/SOP's & Food Audits**



Adrian Escobedo

[adrian@servfsc.com](mailto:adrian@servfsc.com)

Cell: 972-214-8702

# Cocina 101

## Conclusiones







# TRABAJEMO S JUNTOS

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214-704-8383

[info@latinoculinary.org](mailto:info@latinoculinary.org)

[www.latinoculinary.org](http://www.latinoculinary.org)



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# Gracias

Por Acompañarnos

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Presented By

**Chef Lydia Gonzalez**

