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LATINO®  
CULINARY  
INSTITUTE  
& ASSOCIATION

# COCINA 101

*Inicia Tú Propio Restaurante*

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*Launch Your Own Restaurant*

Presented By  
Chef Lydia Gonzalez



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## Introduction

# Our Association

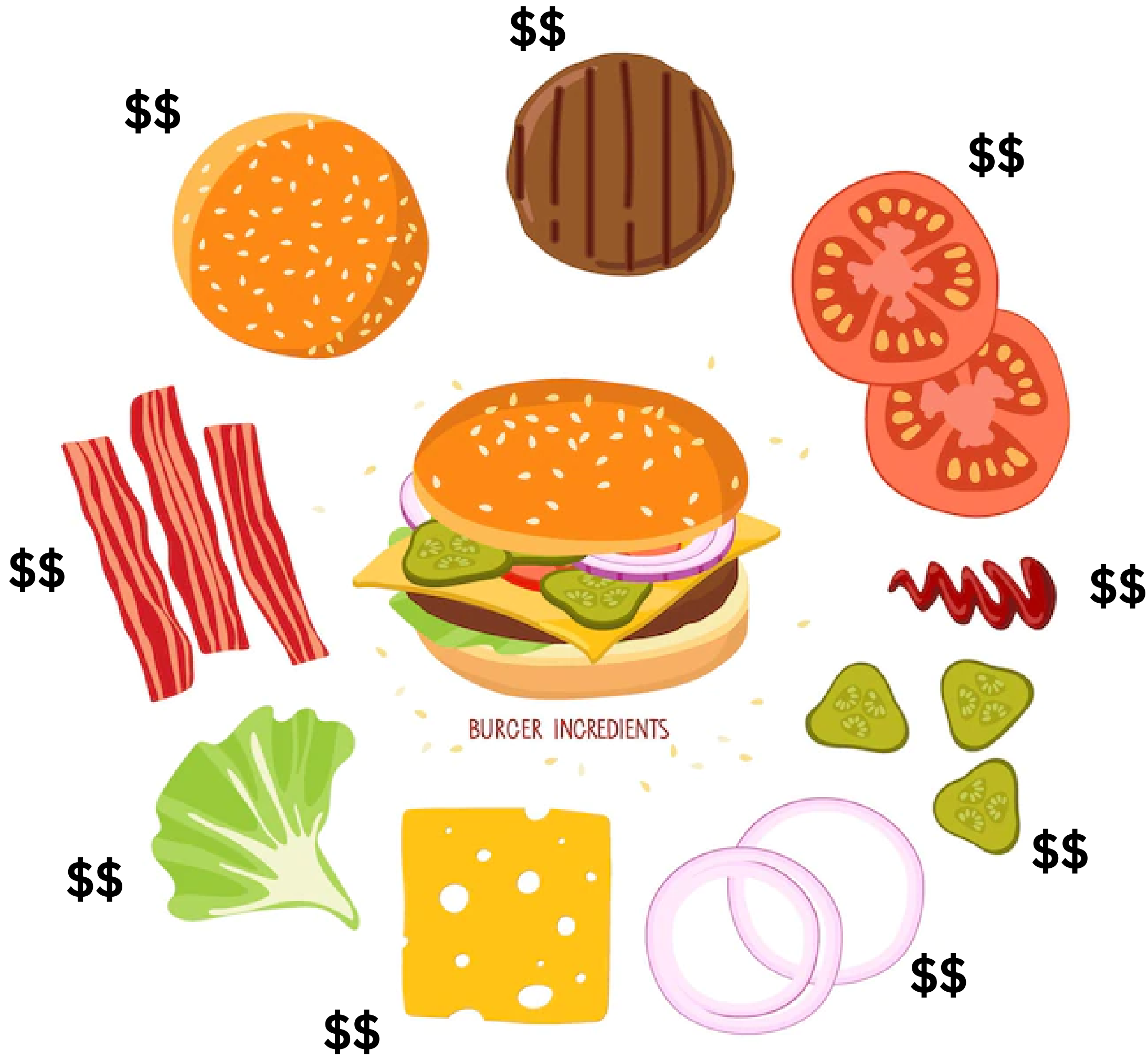
**The Latino Culinary Institute and Association (LCIA)** is a member driven non-profit organization that promotes professional development to attract Latinos into culinary, food services and beverage fields in the US.



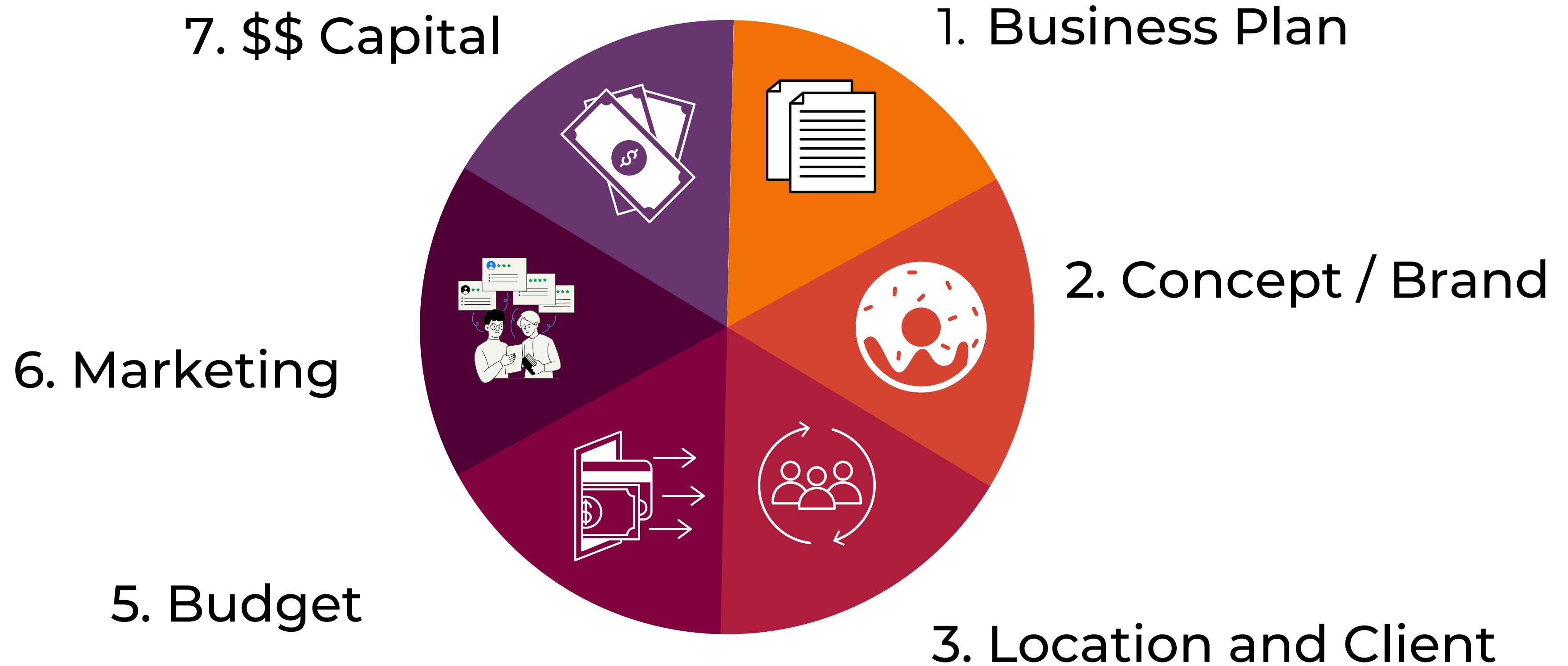
# COCINA 101

- The Recipe for a Successful Restaurant
- Success v/s Fail





# The Recipe for a Successful Restaurant





# Business Plan

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- **What is a Business Plan?**
- **Why is it crucial to have a business plan?**

# Concept

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- **What is a concept ?**
- **Restaurant Concept Elements:**

1. Name

2. Menu

3. Client Profile

4. Brand

5. Service

6. Design



# Type of Restaurants

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







# Menu

## ● Menu Elements:

1. Food Categories

2. Price

3. Design

● Your menu should match with your concept.

**MUDRA**  
MALAM

DINING FOR 12 PEOPLE & UP  
REFINED BY AYURVEDIC PRINCIPLES  
CULMINATED BY INDONESIAN FLAVORS  
EVERYTHING IS SOURCED FROM LOCAL FARMERS  
PREPARED AND COOKED USING QUALITY INGREDIENTS

**SPECIALS & APPETIZERS**

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

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

**BAKED SALMON WHEAT ROTI**  
WHEAT PANCAKES WITH CREAM CHEESE, SALMON, AND ORGANIC PICKLES 70k

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

**RED TUNA CHOPPED SALAD**  
RED TUNA W SPICY MAYO ON A BED OF CRISPLY CHOPPED SALAD, TOPPED WITH PEANUTS, FRUIT + QUINOA. HAIVAH! 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



# Budget

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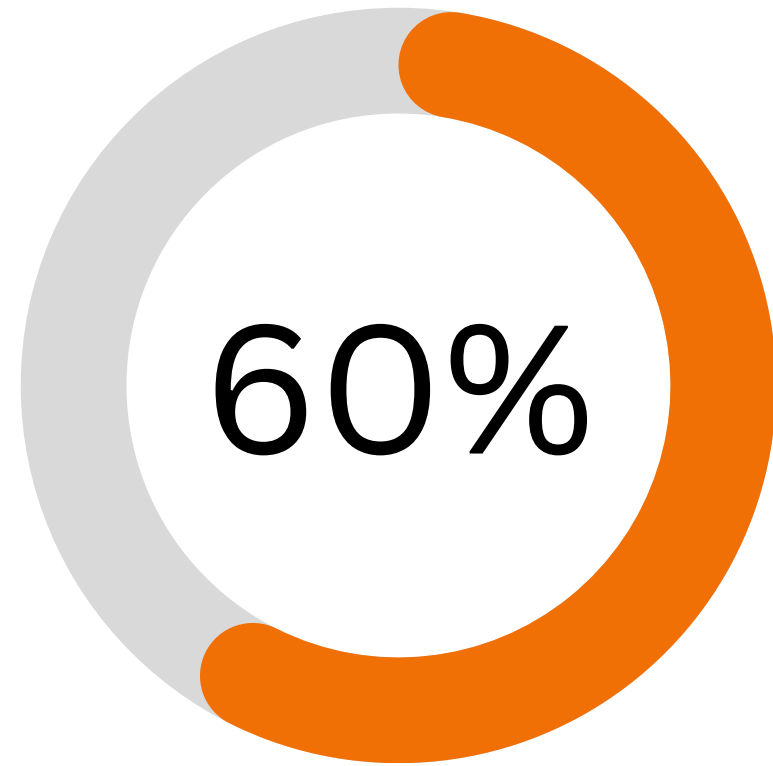
- **What is the budget designated for a restaurant?**
- **Why is it important to know your budget?**
- **How much should a restaurant budget for food costs?**

# Market Analysis

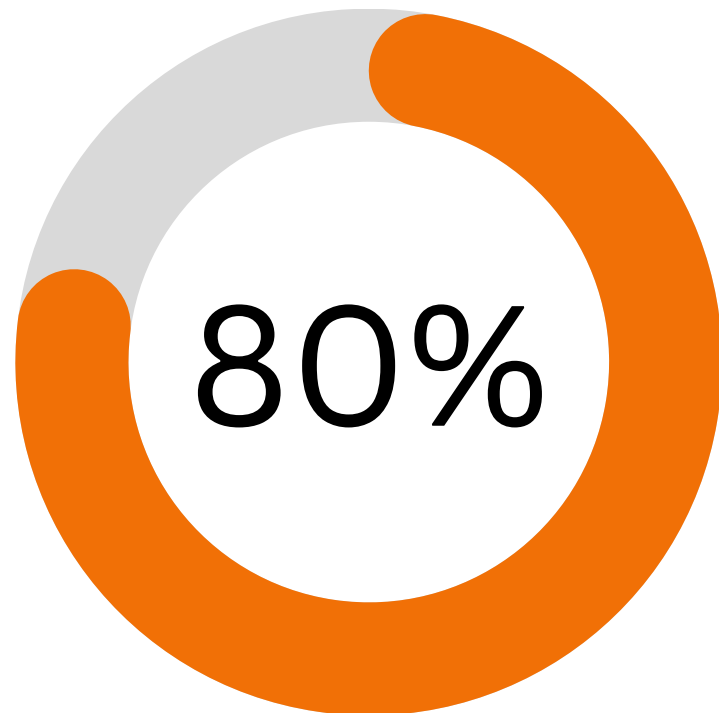
- **What is market analysis for a restaurant?**
- **What should I include in a market analysis?**
- **Why is it crucial the Market Analysis?**



# Success vs. Fail



**60%** of restaurants don't make it past their first year



**80%** close within five years of their grand opening



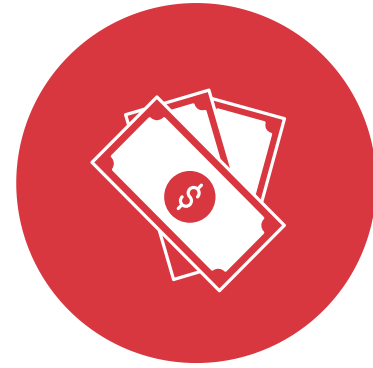
# Why do restaurants fail?



Lack of vision



Not enough industry experience



Not enough operating capital



Poor location



Not staying on top of your business's numbers



Ineffective menu pricing and planning



Not following food safety parameters and regulations



Mixing family and business

# OUR ASSOCIATES



**BRENDA COLOMA**

Principal Associate  
Broker Certified  
Comercial Advisor



**ADRIAN ESCOBEDO**

Healthy Inspector SerSave,  
Instructor Proctor, TABC,  
Food Handler



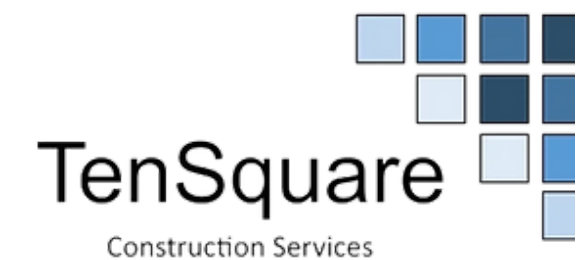
**PETE GRACIA**

Independent  
Insurance Agent



**JORGE DIEZ**

CEO de  
TENSQUARE LLC



**JC GONZALEZ**

VICE PRESIDENT Vice Presidente Senior  
Business Banking Relationship  
Manager at Wells Fargo & Company



# Cocina 101

## Conclusions





# LET'S WORK TOGETHER

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# Thank You

for attending

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