

## COCINA 101

Inicia Tú Propio Restaurante

Launch Your Own Restaurant

Presented By Chef Lydia Gonzalez



## 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.

## LAT NO® CUL NARY NSTITUTE & ASSOCIATION

## **COCINA 101**

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

Toast 4.00 DFV with almond butter & strawberry jam

vocado Toast 7.00 DF V n coriander & a sprinkle of pomegranate + a poached egg 2.00

House Granola 7.00 GF end of oats, elderflower & orange zest ed with natural yoghurt & berries + coconut yoghurt instead 2.50

Açai Bowl 8.00 DF GF V rozen Amazonian Acai berries topped with nut shavings, chia seeds & goji berries + almond butter 1.50 + granola 3.00

Porridge 6.50 DF GF V t flakes, chia seeds & a pinch of Himalayan ikled with our omega mix & amber maple syrup + avocado 2.00 + almond butter 1.50

Berry Pancakes 9.50 GF noit's homemade buckwheat mix, with amber naple syrup fresh berries & coconut shavings + coconut yoghurt 2.50

Eggs (any style) 6.50 DF bled, poached or fried with toasted white sourdough

3-Egg Omelette 6.50 DF ooked in coconut oil with toasted white sourdough.

> Maple Syrup 1.00, Natural Yoghurt 1.00, Coconut Yoghurt 2.50 Coconut Bacon 3.50, Cashew Cream 2.50, Guacamole 2.50, Granola 3.00 Fresh Berries 3.50, Diced tomato 75p, Avocado 2.00, Steamed Spinach 2.00, Cooked Mushrooms 2.50 Mozzarella 1.00, Poached Eoo 2.00 Fried Foo 2.00



#### ALL DAY

Fruit Bowl 5.50 DF GF V fruit, sprinkled with our omega mix\*

#### **ONLY FROM 11AM**

Garden Soup 5.00 Daily ingredients served with toasted brown sourdough

Winter Kale Salad 8.50 DF GF V Quinoa, fresh fig, pistachio & a chilli bergamot dressing + avocado 2.00, + grilled chicken 3.00

Farm Salad 10.00 DF GF Green leaf mixed with chicken breast, avocado, sliced apple cherry tomatoes, walnuts & a pesto vinegar dressing

Coconut BLT Sandwich half 5.50 full 9.50 DF V Coconut bacon\*; sliced beef tomatoes guacamole & homemade cashew cream

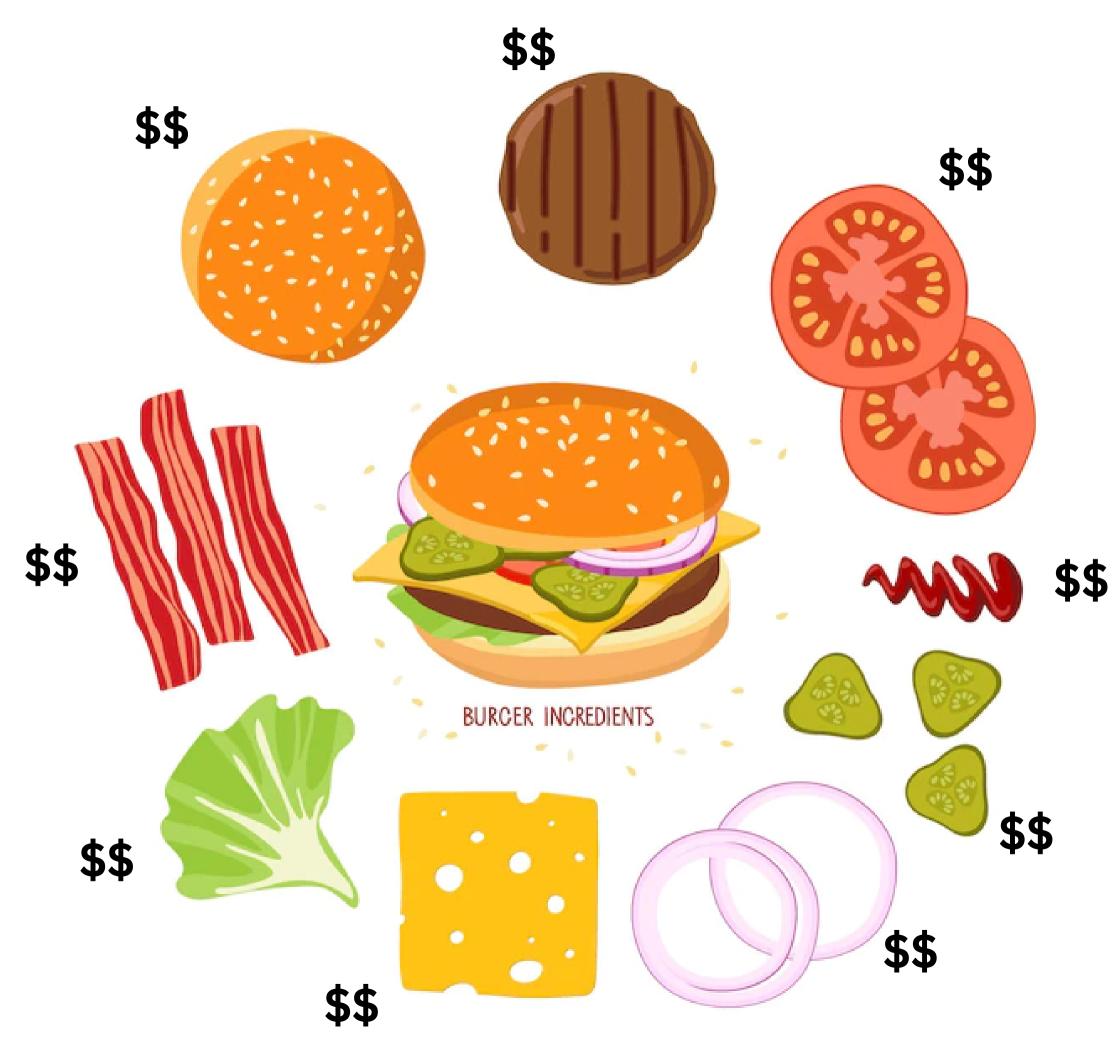
Vegetable & Herb Sandwich half 5.50 full 9.50 Daily roasted vegetables, buffalo mozzarella tomatoes & olive oil

Chicken Sandwich half 6.50 full 10.50 DF Grilled chicken breast, sliced beef tomatoes homemade pesto & guacamole

Farm Boy's Beef Sandwich half 6.50 full 10.50 DF Marinated rump, sliced red pepper, rocket & a harissa dressing

White Devon Crab Cakes 13.00 DF GF Ginger, tamari & white crab meat, rolled in millet flakes served with a spicy lime yoghurt dressing & green leaves + guacamole 2.50

Pistachio & Cauliflower Bowl 12.50 GF Diced pecorino, coriander, cauliflower rice & a rocket salad + grilled chicken 3.00





### The Recipe for a Succesful Restaurant

### 7. \$\$ Capital

### 6. Marketing

### 5. Budget





### 1. Business Plan

### 2. Concept / Brand

### 3. Location and Client



## Business Plan

**Plan?** 



### What is a Business

### Why is it crucial to have a business plan?

## Concept

What is a concept ?

### Restaurant Concept Elements:

- 1. Name 4. Brand
- 2. Menu 5. Service

3.Client Profile 6. Design



## Type of Restaurants

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





#### FOD 12 DEOD REFINED BY AYURVEDIC PR CULMINATED BY INDONESI EVERYTHING IS SOURCES FROM LOCAL FARMS PREPARED AND CO QUALITY ING

#### SPECIALS & APPETIZERS

#### BRIETABAK

A MODERN TWIST ON AN INDONESIAN STREET AVORITE - MEATLESS PAPER-THIN MARTABAK OZING BRIE CHEESE, ONIONS, MUSHROOMS, GANIC DILL PICKLES 65K

#### PLE RAIN

MADE PURPLE BEET HUMMUS DIP WITH NIC BALINESE PURPLE 'UBE' SWEET O CHIPS, PRINCE WLD HV APPROVED 60K

ED SALMON WHEAT ROTI E WHEAT PANCAKES WITH CREAM CHEESE. TOK EAM + ORGANIC PICKLES

NESE SESAME SALAD RGANIC EGG LOUNGING ON A BED ENS WITH TEMPEH, NORI. AVOCADO 65K

#### ED TUNA CHOPPED IOA SALAD

D TUNA W SPICY MAYO ON A BED OF Y CHOPPED SALAD, TOPPED WITH 75K S. FRUIT + QUINOA. HAIYAH!

#### 10 GADO GADO

MANDATORY INDONESIAN SALAD STAPLE DONE THE MUDRA WAY - BIGGER PORTIONED AND WITH BETTER INGREDIENTS LIKE TEMPEH, BEANSPROUTS, CABBAGE, PEANUT BSK SAUCE AND LUSCIOUS AVOCADOS

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

Prices do not include tax + service

## Menu

- 2. Price
- 3. Design

### Your menu should match with your concept.

## **Menu Elements:**

### 1. Food Categories







### What is the budget designated for a restaurant?

- Why is it important to
- know your budget?
- How much should a
- restaurant budget for food

## Market Analysis

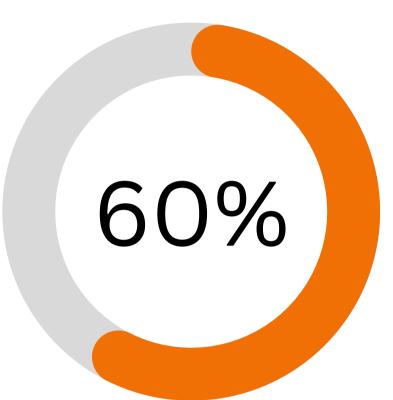


What should I include in a market analysis?

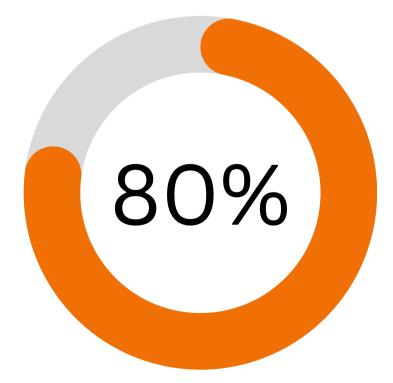
Why is it crucial the Market Analysis?



### Success vs. Fail



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

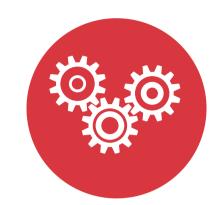


**80%** close within five years of their grand opening



## Why do restaurants fail?







Lack of vision

Not enough industry experience

Not enough operating capital



Ineffective menu pricing and planning



Not following food safety parameters and regulations





### . Poor location

Not staying on top of your business's numbers



Mixing family and business



## **OUR ASSOCIATES**



#### **BRENDA COLOMA**

Principal Associate **Broker Certified Comercial Advisor** 







#### **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

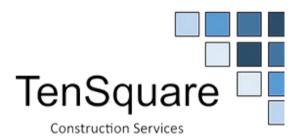


#### **ADRIAN ESCOBEDO**

Healthy Inspector SerSave, Instructor Proctor, TABC, Food Handler







# Cocina 101 Conclusions





## **LET'S WORK** TOGETHER

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## LAT NO® CUL NARY NSTITUTE & ASSOCIATION

## Thank You for attending

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