

LOLA'S TACO BAR

September 2024

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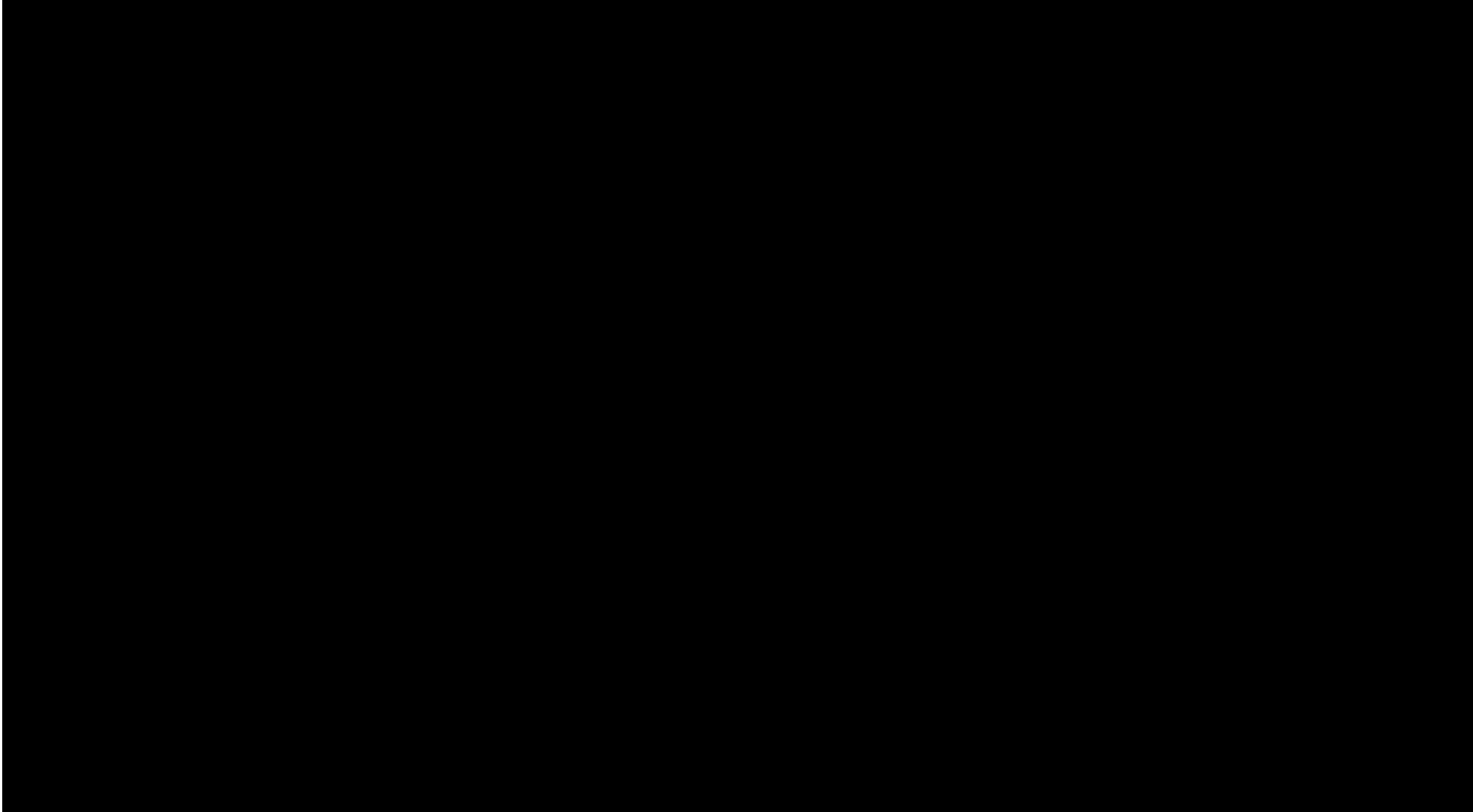
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Concept Inspiration

Our concept is inspired by the bold energy and zestful flavors of Mexican cuisine. We draw inspiration from the vibrant streets of bustling cities, where creativity, diversity, and an appetite for bold flavors converge. Our aim is to capture the essence of this dynamic spirit and infuse it into every aspect of our brand.



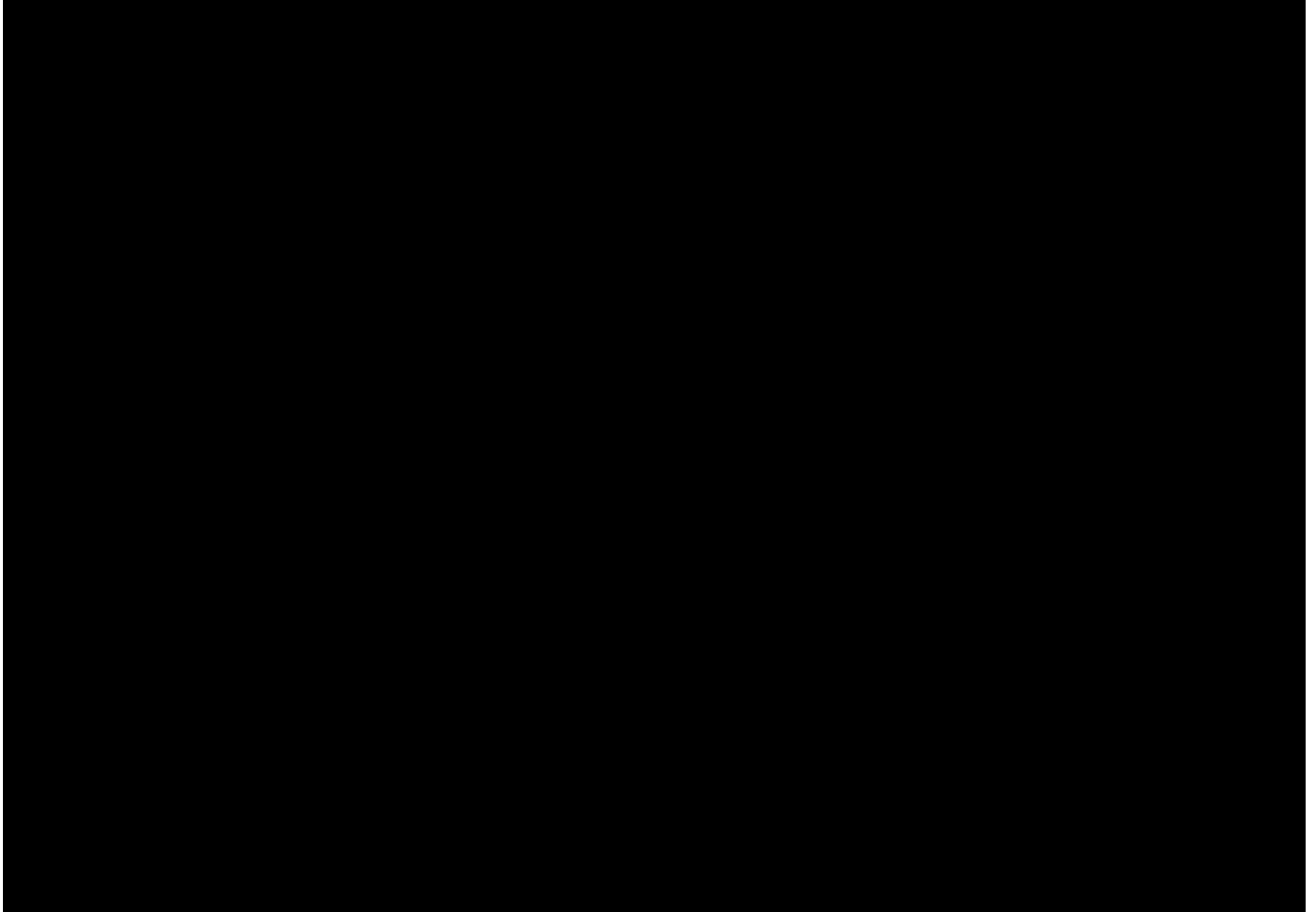
Concept Inspiration



Concept Inspiration



Concept Inspiration



Visual Identity - Branding



LOLA'S TACO BAR

Lola's Taco Bar embraces a visual brand identity that is clean, young, and vibrant, reflecting the energy and excitement of our modern approach to tacos.

With a minimalist aesthetic, our brand exudes a sense of simplicity and clarity, allowing the focus to be on the mouthwatering food and drinks we offer.

Clean lines, fresh colors, and bold typography come together to create a visually appealing experience for our customers. The use of bright and lively hues injects a youthful and energetic vibe into our brand, capturing the spirit of fun and enjoyment. Whether it's through our logo, menu design, or interior decor, our visual brand identity resonates with the dynamic tastes of our target audience.

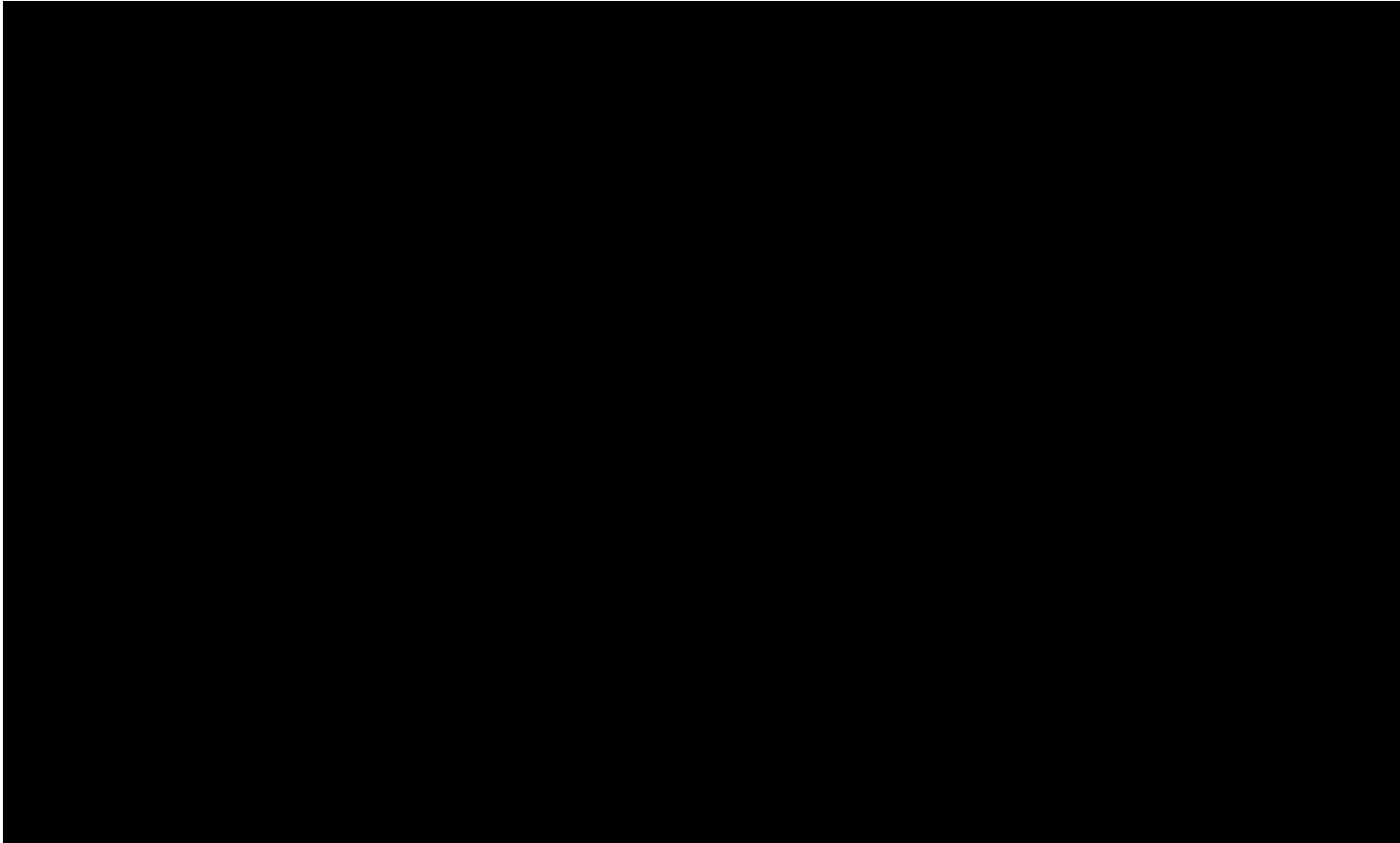
We strive to create an atmosphere that feels modern, inviting, and full of life, ensuring that every customer feels connected to the vibrant essence of our brand.



Visual Identity - Menu

Lola's offers a straightforward and approachable menu that caters to a wide range of preferences. The foundation of our menu revolves around delicious tacos, allowing customers to choose from a variety of protein options such as shredded chicken, seasoned ground beef, pork carnitas, and spicy tofu for our vegan friends. To complement the tacos, we offer sides like Mexican rice, refried beans, chips and salsa, and queso dip. Customers can quench their thirst with refreshing drink options such as Margaritas, Palomas, Jarritos, horchata, and soft drinks. Our goal is to provide an easy and accessible taco experience, ensuring that everyone can find their perfect combination of flavors and enjoy a satisfying dining and bar experience.

Operations Overview



Our efficient kitchen setup ensures the timely preparation of mouthwatering tacos and tortas while our friendly and skilled staff contribute to a welcoming atmosphere. With a focus on quality control, customer satisfaction, and a commitment to operational excellence, Lola's Taco Bar is poised to redefine the taco dining experience

Launch Strategy – *Approach*

- | | | | |
|---|--|---|---|
| 1 | Aggressive pursuit of industry awards and accolades | 5 | Local, regional and national PR campaign |
| 2 | Dedicated social media strategy that educates, entertains and inspires key audiences | 6 | SEO strategy to increase exposure to well-defined target audiences |
| 3 | Experiential preview events for media and influencers to experience Fine-Drawn's suite of services | 7 | Strategic partnerships with well-aligned brands and philanthropic organizations |
| 4 | Grassroots marketing efforts throughout the region to drive word of mouth promotion | 8 | Targeted local and regional print and digital advertising |

The Wine and the Dine Go Hand in Hand

Share full article



The wine director Patrick Cappiello, right, discussing the selection with a table of diners. Ed Lefkowitz for The New York Times

First things first. Let's drink some wine.

Going to [Pearl & Ash](#) without opening a bottle or two is like buying a chocolate bar and not unwrapping it. Since it opened in February, the restaurant has become the city's most exciting place to drink wine. Some nights the dining room is so packed with grape chasers, it's as if a Bat Signal in the shape of a corkscrew were shining over the Bowery. Michel Couvreur from Per Se and other sommeliers will be hunched on a backless bench, and Mike D will be weighing the merits of a Bordeaux that was fermented around the same time he was recording the first Beastie Boys album.

Here, have a look at [the list](#). It was compiled by that dude in the Black Flag T-shirt under an untucked, unbuttoned cowboy shirt. His name is [Patrick Cappiello](#), and he didn't dress that way when he was the wine director at Gilt, but he's a partner at Pearl & Ash, and I guess he gets to set his own dress code.

Check out how many of his bottles have a little age on them. At other restaurants with wines like that, the prices are almost always deal-breakers. An amazingly vibrant 11-year old Mosel spätlese riesling from Karthäuserhof is \$59. We could splash around in Burgundy's kiddie pool, with a 2007 premier cru Nuits-St.-Georges from Jacques-Frédéric Mugnier, whose wines induce spasms of mysticism in pinot noir fanatics. It's a relative steal at \$130, but the waters get deeper as you move into older vintages, some of them drawn from the cellar of a serious collector Mr. Cappiello knows.

If you know how much these bottles usually cost, you'll notice that Pearl & Ash has very humane markups. If you don't, you'll just notice that you are drinking at a higher level than your budget usually permits.

Now let's eat. That riesling will get along wonderfully with the raw sea scallops under a dusky sprinkle of berbere, the complex Ethiopian spice blend that throbs with chiles and dried ginger. Those lightly charred curls of lily bulb around the plate have a floral sweetness that reminds me of pears; that pale green tangle under the scallops is a bit of tartly dressed fennel salad. It's a terrific appetizer.

We should definitely get that thing called "hanger, egg, cocoa, melba," because it's a really good spin on steak tartare. Harissa turns the chopped beef rust-colored and resolutely spicy; cracked nibs of cocoa give it a little depth; those shards of Melba toast sticking out like plates on the back of a stegosaurus are convenient scoops; and that yellow creek of lightly cooked yolk smooths out everything.

Try smearing some "chicken butter," maple-sweetened schmaltz with cow's milk butter, on this warm, tender, smoky whole-wheat bread. Kind of tastes like bacon, somehow, right? I know, I don't like paying for bread, either, but it's only \$3. And we have to get these tender and supernaturally creamy fried sweetbreads with a purée of hearts of palm and tiny pickled beech mushrooms.

Accolades

NY Times - top 10 restaurants of 2013

The New York Times Prized Performers

9. Pearl & Ash

The wine list, with aged magnums of vintage Champagne and nine pages of Burgundies, reads like uptown. Yet you're on the Bowery, and the wine director straddling the bench next to you while he runs through the pinot noirs of Clos Saron is wearing a Black Flag T-shirt. [Pearl & Ash](#) kicks down the walls that snobs have built around wine and lets the rest of us walk in. The list, whose markup philosophy might be summed up as "don't be evil," is as approachable as the menu. You can treat Pearl & Ash as a restaurant or a wine bar, order a few plates or fill the table, depending on your mood and how much you'll be drinking. The chef, Richard Kuo, is fluent in spices, from Southeast Asia to North Africa; his small plates are seasoned with a sense of adventure. 220 Bowery (*Prince Street*), NoLiTa, 212-837-2370.

BEST-NEW-RESTAURANTS

Top 50 New Restaurants - Pearl & Ash, NYC

Chef Richard Kuo refreshes the wine-bar formula at this lively, stylish spot

BY ANDREW KNOWLTON

PHOTOGRAPHY BY MELISSA HOM

August 12, 2013

bon appétit

220 Bowery
New York, NY
212-837-2370
pearlandash.com



Chef Richard Kuo refreshes the wine-bar formula at this lively, stylish spot, where food (eclectic, inventive, and artfully composed small plates, heavy on seafood) and wine (just as wide-ranging and surprisingly affordable) get equal billing. Kuo keeps things interesting with quirks like ice cream sandwiches made with Fernet-Branca (every bartender's favorite digestif).

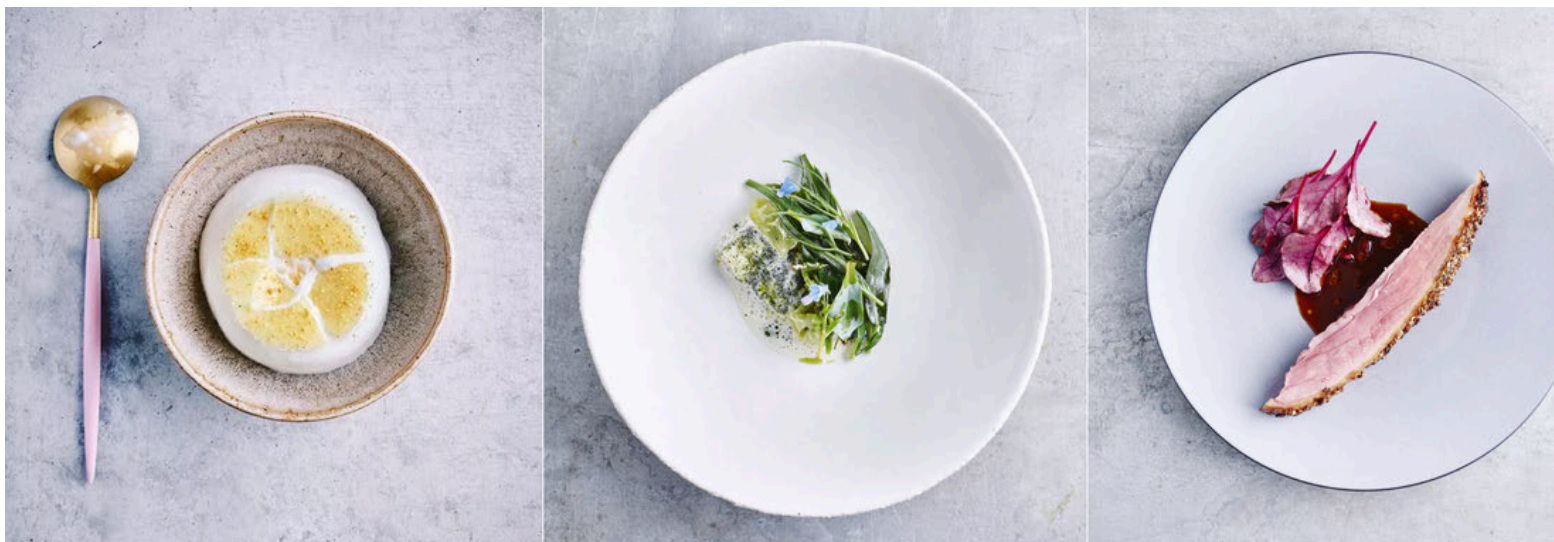
Accolades - One Michelin Star



Rebelle



MICHELIN GUIDE



Accolades - Walnut Street Cafe

3 Bells

Game-changing all-day goodness at polished new Walnut Street Cafe

The Inquirer

The city's latest all-day cafe in the new Cira Centre South is a knockout with the ability to connect the east and west banks of the Schuylkill like no other West Philly restaurant before it.



Core Team – *Branden McRill*

**Restaurateur and Founder of
Fine-Drawn Hospitality**

Branden McRill is the restaurateur and founder of Fine-Drawn Hospitality, the respected hospitality group that brought Walnut Street Cafe, The Post, and Sunset Social to Philadelphia.

Branden started his restaurant career in Grosse Pointe, Michigan in 1998. After moving to Chicago in 2002, he spent the next six years working at some of the nation's most celebrated restaurants including Alinea, Blackbird, Avec and Tru. In 2008, Branden relocated to New York to work at The Modern at MOMA for Danny Meyer's beloved Union Square Hospitality Group. From there, he held positions at Jean-Georges, Benoit, The Mark Hotel by Jean-Georges, The Hotel Williamsburg, and Red Rooster.

After a little over a decade spent working alongside and learning from these iconic chefs & restaurateurs, Branden opened his first restaurant, Pearl & Ash in 2012.

In 2015, the success of Pearl & Ash led him to open a second concept, Rebelle, which earned a Michelin star later that year. His travels brought him to Philadelphia, where he became enamored with the city's vibrant and burgeoning culinary scene. He made Philadelphia home and introduced Walnut Street Cafe to University City in 2017. The restaurant received a three bell review from The Inquirer and the Eater Award for "Design of the Year." In 2019, he expanded to open a casual neighborhood beer hall, The Post, and a breezy rooftop concept, Sunset Social, both at Cira Green. In Summer 2020, he introduced Walnut Street Market, which serves bright, seasonal fare and sells locally sourced food products, flowers and provisions. Branden currently resides in Grosse Pointe Woods, MI.



Core Team — *Mel Fuechtmann*

Managing Director

Mel Fuechtmann is the Director of Operations of Fine-Drawn Hospitality's beloved Philadelphia concepts Walnut Street Café, Walnut Street Market, The Post, and Sunset Social. Mel fell in love with hospitality in her hometown of Northfield, Minnesota, serving coffee throughout high school and college.

After graduating from Minnesota State University, Mel set her sights on New York. She quickly worked her way up from host to server to bartender, and ultimately management, landing at Fine-Drawn Hospitality as part of the management team of acclaimed Pearl & Ash. When the group expanded to open Michelin-starred Rebelle, Mel was elevated to the role of the restaurant's General Manager.

In 2017, Fine-Drawn Hospitality expanded to the Philadelphia market and Mel made the leap to the City of Brotherly Love with the team. In 2017, they opened Walnut Street Café with her management expertise at the forefront.

Today, Mel oversees Catering, Events and Social Media + Marketing for the entire Fine-Drawn Hospitality portfolio and lives in Grosse Pointe Woods, MI.



Core Team — *Brandon Zarb*

Culinary Director

Summary

Highly motivated sales professional with diverse experience in restaurant operations and customer service. Broad understanding of financial management principles to ensure decisions are fiscally sound and responsible. Emphasis on communication, interpersonal skills, planning and organizational abilities, as well as after sales support.

Core Competencies

Strategic Planning	Staff Development	Leadership	Analytical Skills
Building Rapport	Team Engagement	Public Speaking	Project Management
Budget Forecasting	CRM Software	Conflict Resolution	After Sales Support

Experience

Van Eerden Foods, Grand Rapids, MI
Sales Consultant

-Responsible for development and maintenance of a profitable sales route by selling and servicing existing customers, opening new accounts, and increasing existing sales volume.
-Serviced and maximized accounts with current and prospective customers by utilizing company specialists, vendors, and brokers.
-Evaluated market conditions, product innovations, and competitor's products, prices, and sales; shared information with customers as part of value-added services provided.
-Communicated and collected accounts receivable as necessary, worked with credit department and client; collected all balances due based on approved credit terms.

2023-



Detroit Athletic Club, Detroit, MI
Executive Sous Chef

2019-2023

- Oversaw annual purchasing of \$3.4MM in perishable goods and over \$8MM in food sales.
- Orchestrated logistical planning, product purchasing, and execution of events for up to 1,700 members.
- Responsible for managing and overseeing entire department in the absence of the Executive Chef.
- Calculated food costs and determined pricing on all banquet, a la carte, and catering menus in accordance with annually budgeted food and labor cost goals.
- Led team of over fifty culinarians and ten salary managers, including weekly composition of department schedule.
- Modernized numerous financial tracking processes including individualized event labor, detailed a la carte food costing, and accurate inventory processes.
- Assisted Food & Beverage director in formulating annual budgets, creating new concepts and events with emphasis on member engagement and strategies for developing and retaining staff.

Rising Stars Academy, Centerline, MI
Culinary Paraprofessional Educator, Ongoing Volunteer

2018-2019

- Provided culinary instruction to young adults with intellectual disabilities.
- Managed daily operations of student run restaurant serving public and faculty.
- Planned and taught daily lessons in functional math skills with emphasis on independence.

Working-Class Outlaws, Ferndale, MI
Corporate Executive Chef

2015-2018

- Oversaw all culinary operations at Public House, Imperial, and Working-Class Outlaws catering.
- Led over sixty hourly back of house employees and nine salary managers.
- Increased F&B sales growth of over 60% between 2015 and 2018 while maintaining profitability.
- Budgeted all food and labor costs at or beneath target goals in accordance with ownership's vision.
- Monitored purchasing of \$1.2M a year in perishable goods and \$3.7M a year in food sales.
- Built and maintained all menus, orchestrated research and development, and initiated all staff training and implementation.



Thank You