

LOLA'S TACO BAR

September 2024

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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.

LOLA'S TACO BAR

Tacos	-served w/onion + cilantro 2 per order	
Carnitas	salsa rojo	8
Chorizo	papas . queso fresco	8
Al Pastor	marinated pork . pineapple salsa	8
Fried Pork Belly	jalapeno onion relish . pineapple salsa	9
Baha Mahi Mahi	lime slaw . pico de gallo	9
Crispy Avocado	lime slaw . raw verde	8
Chicken Tinga	queso fresco . chipotle salsa	8
Carne Asada	charred salsa rojo	9
Costilla	braised short rib . chipotle salsa	10
Fried Cheese	jalapeno onion relish . salsa verde	8
Tortas	-Served on La Gloria bollo bun with Queso Oaxaca	
Milanesa	fried chicken cutlet . avocado . slaw . lime mayo	12
Panza	fried pork belly . pineapple salsa . chipotle	12
Milanesa Aguacate	fried avocado . salsa verde . creamy slaw . lime mayo	12
Sonoran	bacon-wrapped hot dog . fried avocado chipotle salsa . pickled vegetables	10
Pollo Verde	grilled chicken . salsa verde . cilantro . jalapeno onion relish	14
Ahogahda	ham . muenster . ahogada sauce pickled vegetables	14

Chips & Dips

Salsa Duo	raw verde . charred rojo .	9
Chips + Guacamole	hand-mashed avocado . fresh lime poblano pepper . onion . cilantro	14
Salsa Flight	raw verde . charred rojo . guacamole	17
Queso Fundido	queso chihuahua . crema . cotija 14 chorizo . papas . salsa rojo 17 grilled vegetables . salsa verde 15 lobster . pineapple salsa 25	

Apps

Grilled Elote	lime mayo . queso cotija . chili	9
Frutas Con Chile	seasonal fresh fruit . chamoy . tajin	11
Sweet Potato Fries	chorizo . queso fresco . salsa rojo	9
Shrimp Aguachile Verde	cucumber . jalapeno . red onion . lime	14
Cali Salad	grilled corn . cherry tomato . black bean avocado . sunflower seeds cilantro-lime dressing	12

Desserts

Paletas	watermelon hibiscus pineapple cucumber prickly pear mango dulce de leche arroz con leche	6
Churritos	cinnamon sugar . dulce de leche	6
Tres Leches Cake	three-milk soaked cake whipped cream . dulce de leche . coconut	7

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



Thank You

Brandon Zarb

248-568-6683 / Brandonpaulzarb@gmail.com

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

Experience

Van Eerden Foods, Grand Rapids, MI 2023Present
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.

Detroit Athletic Club, Detroit, MI 2019-2023
Executive Sous Chef

- 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 2018-2019
Culinary Paraprofessional Educator, Ongoing Volunteer

- 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 2015-2018
Corporate Executive Chef

- 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.

One Off Hospitality, Chicago, IL 2014-2015
 Sous Chef
 Instrumental role in the opening of new properties including Big Star and Dove’s Luncheonette.
 Daily supervision and execution of rotating menus in high-volume, award-winning properties.

Gage Hospitality Group, Chicago, IL 2013-2014
 Sous Chef
 Oversaw back of house operations at award winning Gage restaurant in downtown Chicago.
 Maintained high food standards through leadership and management of over fifty culinary employees.

Epicurean Restaurant Group, Detroit, MI 2012-2013
 Chef de Cuisine
 Coordinated all ordering, staffing, scheduling, and dinner services for Gastronomy restaurant.
 Executed tasting menus ranging from six to twenty-four courses.
 Planned, built, and maintained 750 sq ft herb garden on property.

Previous Positions
 Baker and catering Chef – Holiday Market, Royal Oak, MI
 Student Sous Chef – Schoolcraft College, Livonia, MI
 Line cook – Jeremy Bar and Grill, Keego Harbor, MI
 Kitchen Apprentice – Five Lakes Grill, Milford, MI

Education

University of Michigan, Flint, MI
 Bachelor of Business Administration (in progress) Expected Graduation: Fall 2024

Schoolcraft College, Livonia, MI
 Honors: Phi Theta Kappa, Dean’s list 2009-2012, 2021-2022.
 Professional Culinary Arts Associate in Applied Science 202
 Associate in General Studies 2
 Professional Culinary Arts Certificate 202
 Culinary Baking and Pastry Arts Certificate 2

Awards and Achievements

Detroit Athletic Club - Platinum Clubs of America ranked #1 Athletic Club in the United States 2019-2023. 201
 Boardroom Magazine Distinguished Achievement 2020, 2021, 2022. 2
 Chaîne de Rotisseur Jeunes Chefs 2013 National First Runner-up. 9
 ACF Student Team Competition 2012 Central Region Gold Medalist.
 ServSafe Food Protection Manager Certification.

Professional References

Eric Djordjevic – Vice President of Operations, Boutique Hotel Professionals, Plymouth, MI
 (440) 376-4075, Edjordjevic@stjohnsgc.com
 Branden McRill – Co-founder and CEO, 5-Out and Fine-Drawn Hospitality, Philadelphia, PA
 (313) 303-1138, Branden.mcrill@gmail.com
 Shawn Loving CMC – Executive Chef, Detroit Athletic Club, Detroit, MI
 (313) 333-7231 – Shawnl@thedac.com
 David Meyers – President, David Meyers Associates Culinary Recruitment, Bloomingdale, IL
 (847) 705-6700, Meyersdgm@comcast.net
 Mark Prentiss – Founder, Rising Stars Academy, Center Line, MI
 (586) 202-9466, Mprentiss@rsaonline.org
 Adam Russell – CEO, Detroit Optimist Society, Detroit, MI
 (586) 871-4892, Adam@optimisticdetroit.com

MEL FUECHTMANN

Director of Operations,
Marketing & Events



☎ 646 - 245 - 0944

✉ mel@warrenhq.com

EDUCATION

BA Theatre Performance
Minnesota State University
1997 - 2001

Serv Safe Certification

TIPS Certified

EXPERTISE

Marketing
RESY
Open Table
Canva
Excel
Word
Planoly
Buffer
Avero
5-Out
Asana
Toast
Breadcrumb
Micros
7shifts
Tripleseat
Eventbrite
Tock
Adobe Illustrator
Social Media

ABOUT ME

I am an enthusiastic, self-motivated, reliable, responsible and hard working person. I am a mature team worker and adaptable to all challenging situations. I am able to work well both in a team environment as well as using own initiative. I am able to work well under pressure and adhere to strict deadlines.

WORK EXPERIENCE

Jan 2018- Present

Walnut Street Cafe | The Post | Sunset Social - Phila. PA

Director of Operations & Events

- pre-opening of all 3 units, set up vendors, hired teams, opened/set up accounts, project mgmt, creation of manuals & SOPs, created beverage program, executed training, service and events oversight, menu oversight, building of brand image, social media and marketing oversight, scheduling of contract services, event sales booking and follow through, website creation oversight

2016 - 2018

Walnut Street Cafe | 2929 Walnut Street, Phila. PA

General Manager

- worked with the team and oversaw the floor for a three meal period restaurant, in room dining menu and event oversight for our neighbors at AKA Hotel, refinement of service execution, new hire onboarding/testing/training, guest outreach, donation oversight, food and beverage menu oversight, inventory execution, staff retention, team evaluations, coordination of team outings, FMC Tower catering and event oversight, payroll

2015 - 2016

Rebelle | NYC, NY

General Manager

- interview/hired/trained new hires, implemented and oversaw ongoing staff education, oversaw the floor during dinner service, scheduled contract service and maintenance, executed social media for the restaurant, scheduling, oversaw beverage program, purchasing

2013 - 2016

Pearl & Ash | NYC, NY

General Manager

- worked on the pre-opening of the restaurant, oversaw the floor for a dinner service ~~only~~ beverage inventory, interviewed new hires, executed onboarding and training, implemented micros, open table and binwise, opened and closed the restaurant following procedure, scheduled contract service and maintenance, executed social media for the restaurant

2001 - 2013

Various hospitality positions held in NYC:

- The New York Palace Hotel at Gilt (2 yrs)
- The Boat Basin Cafe (2 yrs)
- Brasserie 8 1/2 in the 9W Solow building (6 yrs)
- Citrus (2 yrs)

REFERENCES AVAILABLE ON REQUEST