



*Half our Value is the experience we leave you with while you eat.*

## **2016 BUSINESS PLAN**

*Gracious Hospitality and Great Food*

*EDWARD SCHMITT JR & JAVIER SCHMITT  
MANAGING MEMBERS*

## **MISSION OF BUSINESS**

### **About FUEGO®**

#### ***Our Mission, Our Vision, and Our Values***

**Our Mission** is to provide an atmosphere is joy and fun, while offering a different level of service and an experience that lifts our client's spirits and soothes their need for release.

**Our Success** is built on our dedication to quality service and products. Price breaks shall never be a part of our dream. Our quality of service, taste of food and overall experiences will always make our clients feel like it's worth the few extra dollars to come to Fuego.

**Our Vision** for the future is to be a landmark in our communities, known for our attention to detail and our commitment to quality and excellence.

#### **Inside our Kitchen- Bar**

**Our Mission** is to serve our clients with the highest level of quality products and food.

**Our Vision** is to become an example of service and excellence.

**Our promise to our team** is to maintain a professional and goal oriented environment by developing and sustaining systems for consistent production, continuously forming an elite team and establishing a desirable employment atmosphere.

## **More about FUEGO®**

**Our team members** mirror our founders same level of integrity and professionalism. A positive attitude will be our number one priority. Our team is made up of individuals that are committed service and hospitality. Continuous education and professional development will always be encouraged.

**Our customer service** has to be at the highest standards at all times. Every member of the Fuego team must be certified in proper food handling, and those working on the floor, must also be certified in responsible beverage serving. We will be properly staffed to serve everyone in a timely manner. We offer 24-hour response time to any written complaint, but will have staff on site to try and solve any disparities on site.

## **COMPANY GOALS**

### **Three-Year Goals**

#### **Growth:**

Build a strong referral base network and strategic marketing; leading to increase visitors at our restaurants, without the costly endeavor of new raw marketing.

#### **Customer Focus**

Provide our customers with the delicious plates and dishes they want and will return for.

#### **Team Development:**

Constant training, not only in hospitality, but responsible handling of products and alcohol.

#### **Anticipate needs and execute strategies better than any competitor.**

We will always, be on the cutting edge. From our iPad based ordering system, to our food running systems, all the way to emailing receipts, we will always be looking at what's new and what can we do better.

#### **Develop a Level of Excellence:**

Establish a level of professionalism and conduct to build the foundations for an elite organization and an example for the city.

### *New Raw Growth* *Marketing*

This will be another top priority to our business. New growth will also come from actions such as

\* *Effective Marketing* with extensive demographic studying and targeting using social media and local media.

## Restaurant Marketing Strategy & Ideas

### PR STRATEGY

Develop a strong Bay Area media list and distribute a series of launch press releases to Bay Area media, for example:

- **After the launch,**
  - a minimum of monthly press releases will go out about things like events, new menu offering that are unique, fundraisers, and promotions.
  - Daily social media updates and posts.

### WEB STRATEGY

Our Site will be nothing fancy. A simple site focused around our **High Quality, Fresh, Authentic Food**. With all of our ingredients being freshly delivered. Our focus is to show a fun, lively environment where people can go and enjoy **Premium Mexican Cuisine** and all Natural Cocktails at their finest.

### SOCIAL MEDIA STRATEGY

Dominate social media – create hashtags for the restaurant and encourage people to post pictures using it. Add a promo card for food with each bill that promotes using the hashtag and offer rewards to be redeemed towards food purchases.

The key is to get your customers as involved as possible in populating your social media because it is a big job to do it right. If you have promotions running to get them to post to your pages, it will look more authentic and take the burden off of you.

Our Vehicles:

- Facebook
- Twitter
- Instagram
- Foursquare – create tips, badges and offers
- Yelp
- Open Table

Additionally, putting pages with photos on sites like Google + and restaurant apps, such as:

- Urban Spoon
- Local Eats
- Menu Pages
- Where to Eat
- Trip Advisor City Guides
- Foodspotting
- Citysearch
- Local.com
- Eat This Not That

### **AD STRATEGY**

Once our social media takes off, we won't have to advertise as much but for the year 1, we will be posting on

#### **Primary:**

Walnut Creek Magazine

Diablo Magazine

### **PARTNERSHIPS**

Work with our vendors to create offers that promote their products to support our promotions. Invite them to come in to create a special feature or product samplings and giveaways.

Talk to nearby retail shops about cross promotional ideas.

### **ON-GOING PROMOTIONS**

Promote private events and provide a special offer as well as catering programs.

Design and sell unique merchandise like shirts and objects. Always keeping an eye on style and trends, **not cheap or cheesy.**

**We offer a discount or free appetizer to people who show tickets from the same night as an event at Leshar Center, the movie theatre or other local attraction or events. (With Purchase of 2 entrees)**

**Weekends will be focused on our Dinner Specials, especially our PARRILLADA GRILLED Plates.**

## ***SERVICE***

### *Office Hours*

<b>Day</b>	<b>Hours</b>
Monday	11:00 am – 10:00 pm (12:30 am upon request)
Tuesday	11:00 am – 10:00 pm (12:30 am upon request)
Wednesday	11:00 am – 11:00 pm (12:30 am upon request)
Thursday	11:00 am – 11:00 pm (12:30 am upon request)
Friday	11:00 am – 12:30 am
Saturday	11:00 am – 12:30 am
Sunday	11:30 am – 9:00 pm

### **Sample Schedule**

**2 shifts per day: Base Crew (Thursday – Saturday crew is added)**

#### **1. Manager**

##### **Kitchen:**

- 1. 1 Chef**
- 2. 1 Quick Plate Assembler - Cleaner**

##### **Front:**

- 1. 1 Waitress**
- 2. 1 Bartender**

**Thursday - Saturday: Night Crew****1 Manager****Kitchen:**

3. 1 Chef
4. 1 Grill Master and Rotisserie Handler
5. 1 Quick Plate Assemblers - Cleaner

**Front:**

3. 2 Waitresses
4. 1 bus boy
5. 2 Bartenders

**OUR FOCUS (Menu)**

To provide for our patrons, the highest quality, and best tasting authentic Mexican grill cuisine in the industry. **Our Plates and Dishes will be served with all the flare of modern presentation excellence, but with the care and touch of the way grandma used to prepare it back home.**

**At the same time, our menu is designed to attract the community who can appreciate the care and effort of our food and not just looking for the cheapest place to get full.**

**ANTOJITOS****Mole Bean Dip**

Savory and Delicious, Home Made refried beans, with a thick layer of Rich Mole Poblano poured on with Melted cheese on top, Accompanied with Our Fresh Corn Tortilla Chips.  
\$8.00

**Stuffed Aguacate**

A Premium and Fresh Avocado, Split in half, Stuffed with Tiger Prawns, and topped with Our Chipotle Island Dressing.  
\$10.95

**Taquitos Dorados**

3 Corn Crispy Rolled Taquitos, served with Rice & Beans -  
 (Seasoned Chicken, or Potatoes & Cheese, or Chorizo & Refried Beans)  
 \$8.95

### **Chorizo Jalapeno Poppers**

3 Fresh Jalapenos, Split down the middle, stuffed with fresh home made chorizo,  
 blanketed with Melted Cheese. - SPICY!  
 \$7.95

### **Chorizo Queso Fundido**

Cheese melted and mixed with our fresh home made chorizo.  
 \$9.95

### **Fuego Lettuce Wraps**

Either House Made Chorizo or Chicken, with diced potato and diced carrot, served in  
 fresh crunchy lettuce. Topped with Mild Salsa Verde.  
 \$9.95

### **STREET TACOS**

Serving of 3 Small Tortilla Tacos, with Choice of Steak, Free Range Chicken Breast,  
 House-Made Chorizo and Potatoes, or Carnitas. Tacos comes with Pico de Gallo and  
 Beans  
 \$8.00

### **Fresh Guacamole**

Accompanied with Our Fresh, Made Daily Corn Tortilla Chips. -  
 \$9.00

### **Ensaladas / A La Carte**

#### **Citrus & Avocado Salad**

Spring Mix, Pine Nuts, Avocado Slices, Orange Slices, Beet cubes - \$10.95  
 Certified Angus Arrachera Steak or Free Range Chicken Breast - \$18.95  
 Wild Salmon or Tiger Prawns - \$19.95

#### **Fuego Asada Salad – priced with meat\***

Spring Mix, Jicama, Pico de Gallo, Tortilla Chips Shreds and Queso Fresco - \$10.95  
 Certified Angus Arrachera Steak or Free Range Chicken Breast - \$18.95  
 Wild Salmon or Tiger Prawns - \$19.95

### **Fuego Super Taco**

Taco come with Choice of Beans, Sour Cream, Cheese, Choice of Salsa and Avocado  
 Choice of Meat ( Certified Angus Arrachera Steak, Free Range Chicken Breast, Hormone  
 Free Carnitas, House Made Chorizo & Potatoes.), Beans, Sour Cream, Pico de Gallo  
 Avocado and Cheese on a 5 Inch tortilla.  
 \$5.75

### **Fuego Quesadilla**

Quesadilla come with Sour Cream, Cheese, Choice of Salsa and Avocado  
 Vegetarian - \$7.50  
 Certified Angus Arrachera Steak / Free Range Chicken Breast /  
 Carnitas or House Made Chorizo & Potatoes - \$10.95  
 Wild Salmon or Tiger Prawns - \$14.95

### **Fuego Burrito / bowl**

Burrito and Bowls come with Rice, Choice of Beans, Sour Cream, Cheese, Choice of  
 Salsa and Avocado  
 Vegetarian - \$7.50  
 Certified Angus Arrachera Steak / Free Range Chicken Breast /  
 Carnitas or House Made Chorizo & Potatoes - \$13.95  
 Wild Salmon or Tiger Prawns - \$16.95

### **Fuego Nachos**

Crispy homemade tortilla chips, melted cheese on top, then piled with your choice of  
 meat, whole beans, Pico de Gallo, Sour Cream, Guacamole, and Nacho Cheese to finish  
 off the yummy goodness.  
 Vegetarian - \$14.95  
 Certified Angus Arrachera Steak / Free Range Chicken Breast /  
 Carnitas or House Made Chorizo & Potatoes - \$18.95  
 Wild Salmon or Tiger Prawns - \$19.95

### **PLATILLOS**

All Dishes come with Fresh Tortillas, 2 Sides, (Choice of Rice, Black or Pinto Beans,  
 Side Salad.) Sour Cream and Guacamole.

\*Chef Recommendations are not included in the price of the meals.

### **Wild Salmon Mango Tacos**

2 Large, Amazing, Wild Salmon Tacos, deliciously topped with our house made Mango  
 Pico de Gallo and Chipotle mayo sauce.  
 \$14.95

### **Tiger Prawn Pineapple Tacos**

2 Large, Tiger Prawn Tacos, deliciously topped with our homemade Pineapple Pico de Gallo and Chipotle mayo sauce. \$14.95

### **Asada Plates**

Grilling at its best! Seasoned to perfection and served to impress and satisfy.

Vegetarian \$12.95

Grilled Certified Angus Arrachera Steak or Free Range Chicken Breast - \$17.95

Wild Salmon or Large Tiger Prawns - \$19.95

### **A La Mexicana Plates**

The truest form of Mexican Cooking, Choice from below and you are served a sauteed dish that takes you back to old world Mexico.

Vegetarian \$12.95

Grilled Certified Angus Arrachera Steak or Free Range Chicken Breast - \$17.95

Wild Salmon or Large Tiger Prawns - \$19.95

### **Fuego Carnitas**

1/2 LB of Freshly Made, Traditional Carnitas, Michoacan Style

\$16.95

### **Tequila Lime Time!!**

Choice of one of our delicious meats, served perfectly grilled, marinated in premium

Tequila and Cooked with Fresh Lime,

Vegetarian \$10.95 / Free Range Chicken \$15.95

Wild Salmon Filet or Large Tiger Prawns \$19.95,

### **Rotisserie Chicken Plate**

1/2 of our Free Range 4 Pound Juicy Chicken, Right off the Rotisserie! Better Be Hungry folks.

\$17.95

### **Pollo En Mole**

8 Oz's of Premium Free Range Chicken Breast, smothered in House Made Mole Sauce.

One Word, Delicious!!!

\$16.95

### **Pollo A La Diabla**

8 Oz's of Premium Free Range Chicken Breast, smothered in House Made VERY SPICY Diabla Sauce.  
\$16.95

**Traditional Enchiladas**

4 Rolled Enchiladas, in your choice of House Made Michoacan Salsa Roja (Red), House Made Tomatillo Salsa Verde (Green), or House Made Mole Salsa.  
\$16.95 Chicken, \$12.95 Vegetarian

**Traditional Chiles Rellenos**

2 Fresh Chiles Poblanos, stuffed with Queso Fresco, covered in Salsa Roja.  
\$14.95

**CHILE VERDE / CHILE COLORADO**

8 Oz's of Premium Pork, cooked in either our House Made Tomatillo Salsa Verde (Green Sauce) or Our House Made Chile Rojo (Red Sauce)  
\$16.95

## TO MATCH OUR FOOD

### Our Focus

**It is not our intent or desire to offer cheap mix drinks or low end alcoholic drinks.** First and foremost, our goal is to provide our clients with handcrafted premium cocktails or beverages to accompany their dining experience. We **DO NOT USE** pre mixes or any artificial sweeteners in our cocktails, rather **juicing our own fresh fruit** and offering the clients the highest grade and presented drinks. **Our menu, both in style and cost, is designed to attract the community who can appreciate the quality and time taken to create these liquid treats and not just looking for the cheap booze and getting drunk.**

## COCKTAILS

### MARGARITAS

All created with our house made Sweet and Sour Mix of Fresh Lemon, Lime, Grapefruit, & Orange Juices mixed with Agave Nectar.

SALT OR NO SALT?

**FIESTA** - Espolon Silver, Triple Sec \$9.00

**FUEGO** - Patron Silver & Patron Citronage \$10.00

**CEO** - fuego Patron Repo & Torres Orange \$13.00

**Pomagarita** - Clase Azul Silver & La Pinta \$15.00

**Platinum Acai** - Patron Gran Platinum & Cedilla \$35.00

### PHOENIX FUEGO,

Partida Silver, Muddled habanero, Pineapple, topped with House Made Hibiscus Tea.  
\$12.00

### PICANTE BELLA,

Casa Dragones Silver, Pineapple Juice with Muddled jalapeno & Mint \$15.00

### PALOMAS

All Created with Mexican Squirt & Lime Juice.

**FUEGO**

Partida Silver topped with grapefruit juice \$10.00

**CEO CANTARITO**

Fuego patron reposado, topped with orange juice \$14.00

**MULES**

All created with fresh lime juice and Ginger Beer.

**MOSCOW MULE**

Stoli Vodka \$10.00

**IRISH MULE**

Jameson Whiskey \$10.00

**ELIT MULE**

Stoli Elit Vodka \$10.00

**AZTEC MULE**

Patron Silver Tequila \$10.00

**MAYAN MULE**

El Silencio Mezcal \$10.00

**KENTUCKY MULE**

Jim Beam Bourbon \$10.00

**Caipirinhas & CaipiVodka**

All created with Muddled Fresh Limes and Sugar with Leblon Cachaca or Chopin Rye Vodka.

**Traditional** - \$8.00

**Orange or Pineapple** - \$10.00

**CEO, Roca Patron Silver Tequila** - \$12.00

**MOJITOS**

All created with Fresh Muddled Mint, Lime, Sugar, Soda Water and Cruzan Rum.

**Traditional** - \$8.00

**Orange, Grapefruit or Pineapple** - \$10.00

**CEO, CASA Dragones Tequila** - \$15.00

## **It's a Breeze**

All created with Combinations Mexican Squirt, Fresh Pineapple Juice & Tequila.

**Fuego** - Patron Silver, \$12.00

**CEO** - Fuego Patron Anejo \$15.00

## **GEORGE CLOONEY**

Fuego Cocktails featuring and approved by the famous actors Tequila Brand.

**Ocean's margarita**

Casamigos Reposado Tequila and Citronage. \$12.00

**The Perfect Storm**

Casamigos Anejo, Sprite, Fresh Lime Juice & Jalapeno topped with Hibiscus Tea. \$13.00

**Clooney Mule**

Casamigos Blanco Tequila, Fresh Lime Juice and Ginger Beer. \$10.00

**Amigos Shot**

Casamigos Blanco Infused Shot \$8.00

## **ROCA TIME**

Featuring Roca Patron Tequilas

**Tequila Horchata,**

House Made Fresh Horchata & Premium Roca Silver  
\$14.00

**Aztec Palmer,**

Lemonade, Ice Tea, Agave  
Nectar & Roca Reposado.  
\$15.00

**Roca Manhattan,**

Sweet Vermouth, Dash Bitters & Roca Anejo, Luxardo Cherry.

\$16.00

## Change it up

### **Dragones Sour**

Chilled Premium Casa Dragones Blanco Tequila, fresh lime juice and egg white served up.  
\$14.00

### **Fuego Diablo**

Absolut Peppar, tomato juice, lemon juice, hot sauce, rimmed with Tajin.  
\$10.00

### **Chulis Bellini**

Orange Stoli, Mumm Napa sparkling wine, lemon zest.  
\$10.00

### **Rum-Chata**

Plantation Rum and Fresh Horchata  
\$10.00

### **Pisco sour**

Barsol Pisco, fresh lime juice, egg white, hand immolsified, topped with Angostura Bitter.  
\$12.00

## ORGANIC TEQUILA DRINKS

All made with organic mixtures and agave nectar

**Skinny Margarita** with Casa Noble Silver tequila.  
\$12.00

**Skinny Paloma** with Casa Noble Reposado.  
\$13.00

**Skinny Tequila-Drivers** with Casa Noble Anejo.  
\$14.00

### SECURITY

A high priority to us is the safety and enjoyable environment we provide to our patrons. We have added the expense to use the below security methods which include hiring only licensed and trained security staff and having them use the below scanning technology and Metal Detection Wands after 10 pm.

This technology will add us in knowing who is visiting our restaurant and provide law enforcement that list if need be.

3 MAN SECURITY TEAM ON FRIDAYS & SATURDAYS AND ANY EVENTS.

2 MAN SECURITY TEAM THURSDAYS WITH 3<sup>RD</sup> ON CALL.

1 FRONT DOOR. 1 ROAMING AND 1 BACK DOOR.

#### **\*\* ID Scanner Features Include:**

- An alert if the ID is expired
  - An alert if the ID is underage
  - An instant guest count with gender breakdown
  - Detection of many fake IDs
  - A detailed history of every scan which can be emailed in Excel
- Passback feature - an alert can be set if the same ID is scanned

BarandClubStats.com

Newest age of scanning. For Fake ID's, and generating reports. (SEE ATTACHED)

#### **\*\* Dostyle Super Security Scanner, Hand Held Metal Detectors with 16 LED Metal Indicator lights and Adjustable Sensitivity**

- With 16 LED Metal indication Lights : Indicator lights gradually change from green to red while detecting metal objects of different sizes.
- Two alternative alert ways: with a power switch to choose between Audio and Vibration, easy and convenient to operate.
- Adjustable Sensitivity Level: Low sensitivity switch, easily switch the sensitivity, realizing the detection of bulky goods and very small metal objects.
- Power supply is one 9V battery (Included). With one external charging jack, you also can fully charge it with a rechargeable battery (not included).
- Fast detecting speed and high sensitivity: Can detect a hand gun from 7.87 inches away, a dagger from 9.84 inches away, a 0.97in Diameter steel ball from 4.72 inches away.