

LETICIA SALES DE OLIVEIRA
1840185

FINAL PROJECT
-CUL 132-

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Concept Statement

The objective of Bob's Truck Restaurant is to be a **friendly and modern** place that started as a food truck, but now is in a **fixed place in Vancouver Downtown. We will serve only the best vegetarian burgers and sides**, focusing on health fast food concept and working with local products and imported specialties to bring a hint of adventurous flavor to our beans!

It is going to be a simple but complete restaurant, where the public will find tasting meals that will be able to fit all the three meals of a day for **fair prices!**

The **Mission Statement** that will be visible at the entrance is "We believe that Culinary Arts is not cooking expensive food for fancy people, but serving good quality food for everybody. Making what Mother Nature created to share with all her creatures, even the human ones! Jokes on the side, this restaurant is able to feed only humans, but **will be compromised to help social green causes.**"

Bob's Truck Restaurant **will be open all Tuesdays, Wednesdays, Thursdays, Fridays from 8 am to 6 pm and on Saturdays from 8 am to 10 pm.** We will never be open at Holidays because we believe that employees also deserve their own Holidays, but we gonna disponibilize frozen burgers and sides for sell, so people can enjoy our natural flavor when they feel like.

All the **deliveries** are going to be taken by bicycle or skateboarding, because we believe that working with our own legs will make the world a more energized place and we believe that a green restaurant should keep the transportation of the delivery also green.

The staff needed are **5 cooks (2 trainees), 4 attendants/ cashier, 2 managers and 2 delivery boys.** The cleanliness of the kitchen will be kept by the cooks and the cleanliness of the eating area will be kept by the cashiers and the managers. The 5 cooks will trade shifts, always keeping at least 3 cooks inside the kitchen. Also the cashiers will do it, 2 of them covering a 6 hours shift and then the other 2 covering a 6 hours shift with 2 hours of closed restaurant to make it ready for the next day (from Tuesday to Friday) and 2 of them covering 7 hours shifts then passing the shifts for the other 2 that work for 9 hours, making the restaurant ready for the other day after closed (Saturdays). The managers will do the same schedule as the cashiers, but always working 1 at a time in the restaurant. The delivery boys will be boys from the region that are called once needed and they will receive commission for the distance they cover. They will be available to cover the deliveries and, before or after this, the clients are able to pick up their orders to go at the restaurant with the cashier.

Restaurant will have **5 deuces, being able to receive 10 people at a time**, so it does not get too crowded. Each person will take **average 25 mins since the order is done until they finish their meal.** So the house can **maximum accommodate** average 24 couples (48 people) in a regular day and 33 couples (66

people) in a Saturday. **Each person will consume about an average ticket (for a complete main course + side + drink meal)** of 12\$ for Breakfast, 18\$ for Lunch and 15\$ for Dinner if choosing the recommendations for that period of the day. Guests may mix the orders, like ordering a Lunch main course + Breakfast drink + Dinner side and then the averages will need to be taken once the restaurant is running, but a speculation for the mixed orders ticket can be an average of 16\$/person.

We will work, at beginning, only with **money and debit card**, because of the credit card taxes and also with virtual payment by **bitcoins** when a delivery is setup.

The **Style of Service** will be the Cafeteria Service, where guests stand in line and the employees take the order and, then, call the guests by name so they take out their meal.

The **decór** is going to be modern and simple, based on black lines and metal. The ground is going to be made of burnt cement and the tables will follow a really discreet design with matching chairs. Some LED images referent to nature themes will be found on the baby green walls and a giant window will take a big place at the restaurant, filling it with natural sunlight during the day.

The restaurant is going to find its place for success not only because it will follow the **vegetarian/vegan trend**, that is pretty lucrative at the market now-a-days, but because it will work with love to honor the quality that people deserves, we will always try to bring the freshest ingredients to keep the best taste and also, bring it from closer places, so the price will keep fair (what is also a **breaking down of costs**). We believe that keeping the quality of the food high and live, people will feel like feeding from this food, will come back and bring their loved ones to share this natural experience. The location is going to work with the idea of growing the restaurant, located in Downtown a lot of people will be able to know the food and also it will be located close to an **A&W** that serves Veggie Burger for more than 10 dollars and this price will be beat by us that will always try to keep it 2 dollars lower than the **competition** and also, we will serve **other kinds of veggie food instead of only burgers**: the sides are going to be more varied, soups and breakfast items will also be on the menu and **all of them can be ordered at any time of the day**.

The **target of sell** is people that does not eat meat, but the decoration will be focused on the Instagram New Style, that homenaje people between 20-35 years old. It is modern style that focus on black lines, baby colors and raw vibes (nothing too much elaborated). Overall, the house will be comfortable enough to get from kids to seniors.

Breakfast Menu

Menu food items:

- **2 Fried eggs, mushroom and spinach (7\$)** - 2 eggs, 100g of mushroom and 50g of spinach, all fried in coconut oil with onions and garlic.
- **Vegan banana pancakes tower with maple syrup (9\$)** - 5 medium pancakes made with coconut oil and banana soy milk.
- **Natural granola with berries (5\$)** - 150g of natural granola mixed at the house and delicious fresh blue and black berries.
- **Vancouver Yogurt (3\$)** - 250ml of yogurt produced at the house with Vancouverites cow's milk.

Menu drink items:

- **Natural Juices (4\$)** - 350 ml of orange, passion fruit, apple or pear juice.
- **Coffee (3\$)** - blend with whatever you want at our coffee table!
- **Water Paper Cup (feel FREE)** - do not feel thirsty, feel FREE!
- **Tea (3\$)** - you can choose between mint and cranberry tea.

Menu side items:

- **Berries (4\$)** - 100g of fresh black and blue berries.
- **French toast (3\$)** - 2 slices of french toast
- **Fried egg (2.50\$)** - 1 egg fried with coconut oil
- **Butter (feel FREE)** - do not feel tasteless, feel FREE!

Menu Design

The menu is going to be simple, written on wood planks died the same color as the walls: baby green. Will be a line of wood planks in the vision line of guests at the cashier. The planks will be show side by side by the end of all the menus in this project, so the idea will be get. For now, the planks showed correspond to the breakfast menu.

BREAKFAST

(BUT U CAN ORDER WHENEVER U WANNA)

(ONLY U)

(DON'T TELL ANYONE)

**2 FRIED EGGS,
MUSHROOM N
SPINACH (7\$)**

2 EGGS, 100G OF
MUSHROOM AND 50G
OF SPINACH, ALL
FRIED IN COCONUT OIL
WITH ONIONS AND
GARLIC.

**VEGAN BANANA
PANCAKES TOWER
WITH MAPLE SYRUP
(9\$)**

5 MEDIUM PANCAKES
MADE WITH COCONUT
OIL AND BANANA SOY
MILK.

**NATURAL GRANOLA
WITH BERRIES
(5\$)**

150G OF NATURAL
GRANOLA MIXED AT
THE HOUSE AND
DELICIOUS FRESH
BLUE AND BLACK
BERRIES.

**VANCOUVER YOGURT
(3\$)**

250ML OF YOGURT
PRODUCED AT THE
HOUSE WITH
VANCOUVERITES
COW'S MILK.

NOT ENOUGH? SIDES!

BERRIES

(4\$)

**100G OF FRESH BLACK
AND BLUE BERRIES**

FRENCH TOAST

(3\$)

**2 SLICES OF FRENCH
TOAST**

FRIED EGG

(2.50\$)

**1 EGG FRIED WITH
COCONUT OIL**

BUTTER

(FEEL FREE)

**DO NOT FEEL
TASTELESS, FEEL
FREE!**

NATURAL JUICES

(4\$)

350 ML OF ORANGE,
PASSION FRUIT, APPLE
OR PEAR JUICE.

COFFEE

(3\$)

BLEND WITH
WHATEVER YOU WANT
AT OUR COFFEE TABLE!

WATER PAPER CUP

(FEEL FREE)

DO NOT FEEL THIRSTY,
FEEL FREE!

TEA

(3\$)

YOU CAN CHOOSE
BETWEEN MINT AND
CRANBERRY TEA.

Lunch Menu

Menu food items: *All burgers are signed by the Chef*

- **Not a Classic Soy Burger (8\$)** - 180g of soy based, carrots, green bell pepper, garlic cream and mango smoked grilled burger with one fatty slice of tomato, lettuce and hummus in a sesame seeds burger bread.
- **Sardena Version (8\$)** - 180g of beet based, broccoli, red bell pepper, cucumber and fried onion cream smoked grilled burger with vegan sardella and arugula in a italian style toasted crunch bread.
- **Special Dharma (14\$)** - 230g of tempeh and cilantro burger with curry-peanut butter, arugula and a tomato slice topped with sea salt in a hawaiian bun.
- **Caesar is also here (9\$)** - 180g of chickpeas based, garlic cream, spinach and onion cream grilled burger with lettuce blend, parmesan cheese, and homemade Ceasar sauce with a hint of balsamic and olive oil, topped with sea salt in a italian style toasted crunch bread.
- **I Feel Good (9\$)** - 180g of green beans based, broccoli, green bell pepper and onion cream grilled burger with two cucumber slices and bean sprouts in a whole grain burger bread.
- **To add any item (2.50\$)**

Menu drink items:

- **Pink Lemonade (5\$)** - 250 ml of fresh sicilian lemon juice with cranberry juice and sparkling water.
- **Canadian-Italian Soda (5\$)** - 250 ml of Club Soda with maple syrup and sicilian lemon juice or green apple juice.
- **Corona with a lemon slice (6\$)** - 12 oz bottle
- **Grey Goose Martini (12\$)** - 4 oz of Canadian vodka Grey Goose with a green apple slice.
- **The Digestive (3\$)** - 350 ml of sparkling water with ice and fresh squeezed sicilian lemon juice.

Menu side items:

- **Baked N Sweetie Potato (4\$)** - 15 cm of baked sweet potato with skin, sided by sea salt and olive oil to mix with a spoon.
- **Fried Yuca Sea Salted (5\$)** - 200g of fried yuca roots topped with sea salt.
- **Curry Fries (2.50\$)** - 200g of french fries mixed in curry powder.

- **House Salad** (3\$) - House small side salad being a blend of lettuce, arugula and cherry tomatoes. Balsamic sauce and/or olive oil.
- **Arugula Feelings** (3\$) - Small arugula side salad with gem tomatoes. Balsamic sauce and/or olive oil.
- **Turkey Morning** (3\$) - Small side salad made of chopped tomato and chopped cucumber. Balsamic sauce and/or olive oil.

Menu Design

LUNCH

**(OR U CAN CHOOSE BREAKFAST OR DINNER)
(IT'S UP TO U')
(BABY)**

**NOT A CLASSIC SOY
BURGER**

(8\$)

180G OF SOY BASED,
CARROTS, GREEN
BELL PEPPER, GARLIC
CREAM AND MANGO
SMOKED GRILLED
BURGER WITH ONE
FATTY SLICE OF
TOMATO, LETTUCE
AND HUMMUS IN A
SESAME SEEDS
BURGER BREAD

**SARDENA VERSION
(8\$)**

180G OF BEET BASED,
BROCCOLI, RED BELL
PEPPER, CUCUMBER
AND FRIED ONION
CREAM SMOKED
GRILLED BURGER
WITH VEGAN
SARDELLA AND
ARUGULA IN A ITALIAN
STYLE TOASTED
CRUNCH BREAD.

**SPECIAL DHARMA
(14\$)**

230G OF TEMPEH AND
CILANTRO BURGER
WITH CURRY-PEANUT
BUTTER, ARUGULA
AND A TOMATO SLICE
TOPPED WITH SEA
SALT IN A HAWAIIAN
BUN

**CAESAR IS ALSO
HERE**

(9\$)
180G OF CHICKPEAS
BASED, GARLIC
CREAM, SPINACH AND
ONION CREAM
GRILLED BURGER
WITH LETTUCE BLEND,
PARMESAN CHEESE,
AND HOMEMADE
CAESAR SAUCE WITH A
HINT OF BALSAMIC
AND OLIVE OIL,
TOPPED WITH SEA
SALT IN A ITALIAN
STYLE TOASTED
CRUNCH BREAD



**I FEEL GOOD
(9\$)**

180G OF GREEN
BEANS BASED,
BROCCOLI, GREEN
BELL PEPPER AND
ONION CREAM
GRILLED BURGER
WITH TWO CUCUMBER
SLICES AND BEAN
SPROUTS IN A WHOLE
GRAIN BURGER
BREAD

**TO ADD ANY ITEM
(2.50\$)**

HUMUS
FRIED EGG
TOMATO SLICES
CUCUMBER SLICES
LETTUCE
ARUGULA
SARDELLA
BEAN SPROUTS
CURRY-PEANUT
BUTTER

NOT ENOUGH? SIDES!

**BAKED N SWEETIE
POTATO**

(4\$)

15 CM OF BAKED
SWEET POTATO WITH
SKIN, SIDED BY SEA
SALT AND OLIVE OIL
TO MIX WITH A SPOON

**FRIED YUCA SEA
SALTED**

(5\$) 200G OF FRIED
YUCA ROOTS TOPPED
WITH SEA SALT

CURRY FRIES

(2.50\$)

200G OF FRENCH
FRIES MIXED IN
CURRY POWDER



NOT ENOUGH? SIDES!

**HOUSE SALAD
(3\$)**

HOUSE SMALL SIDE SALAD BEING A BLEND OF LETTUCE, ARUGULA AND CHERRY TOMATOES. BALSAMIC SAUCE AND/OR OLIVE OIL



**ARUGULA FEELINGS
(3\$)**

SMALL ARUGULA SIDE SALAD WITH GEM TOMATOES. BALSAMIC SAUCE AND/OR OLIVE OIL

**TURKEY MORNING
(3\$)**

SMALL SIDE SALAD MADE OF CHOPPED TOMATO AND CHOPPED CUCUMBER. BALSAMIC SAUCE AND/OR OLIVE OIL



**PINK LEMONADE
(5\$)**

250 ML OF FRESH
SICILIAN LEMON
JUICE WITH
CRANBERRY JUICE
AND SPARKLING
WATER

**CANADIAN-ITALIAN
SODA
(5\$)**

250 ML OF CLUB
SODA WITH MAPLE
SYRUP AND SICILIAN
LEMON JUICE OR
GREEN APPLE JUICE



**CORONA WITH A
LEMON SLICE**

(6\$)
12 OZ BOTTLE

**GREY GOOSE
MARTINI**

(12\$)
4 OZ OF CANADIAN
VODKA GREY GOOSE
WITH A GREEN APPLE
SLICE.

**THE DIGESTIVE
(3\$)**

350 ML OF SPARKLING
WATER WITH ICE AND
FRESH SQUEEZED
SICILIAN LEMON JUICE.



Dinner Menu

Menu food items:

- **In the Room, Mushroom (7\$)** - Large creamy mushroom soup with fresh parsley and parmesan cheese.
- **Melted Tomato Mind (6\$)** - Large creamy tomato soup with cilantro and some drops of bbq sauce.
- **Broccoli Wave (7\$)** - Large creamy broccoli soup with parmesan cheese.
- **Veggie River (5.50\$)** - Large vegan soup made of blended sweet potatoes, carrots, broccoli, tomato and green bell pepper topped with roasted garlic.
- **Mansion Salad (5.50\$)** - Large salad made of lettuce and arugula with cherry tomatoes. Balsamic sauce and/or olive oil.
- **Arugula Emotions (6\$)** - Large salad made of arugula with gem tomatoes. Balsamic sauce and/or olive oil.
- **Large Turkey Morning (5\$)** - Large salad made of chopped tomatoes and chopped cucumbers.

Menu side items:

- **Italian Style Bread Croutons (3\$)** - Seasoned with parmesan cheese, olive oil and garlic.
- **Italian Style Bread (3\$)** - A whole baguette
- **Parmesan Cheese (3\$)** - 100g of shredded parmesan cheese in a bowl.
- **Baby Carrots (3\$)** - 150g of baby carrots

Menu drink items:

- **Honey water (5\$)** - Coconut water with a spoon of natural honey and mint leaves.
- **Leaf juice (4\$)** - Orange tree leaves' juice with ice.
- **Banana N Blueberry Smoothie (5\$)** - Blueberry Vegan Smoothie made with banana soy milk and maple syrup.
- **Tequila Shot (7\$)** - José Cuervo 1 oz shot with a slice of lemon.

Menu Design

DINNER

(OR U CAN CHOOSE BREAKFAST OR LUNCH)
(U KNOW BETTER)
;)

**IN THE ROOM,
MUSHROOM**

(7\$)

LARGE CREAMY
MUSHROOM SOUP
WITH FRESH PARSLEY
AND PARMESAN
CHEESE

**MELTED TOMATO
MIND**

(6\$)

LARGE CREAMY
TOMATO SOUP WITH
CILANTRO AND SOME
DROPS OF BBQ SAUCE

**BROCCOLI WAVE
(7\$)**

LARGE CREAMY
BROCCOLI SOUP WITH
PARMESAN CHEESE

**VEGGIE RIVER
(5.50\$)**

LARGE VEGAN SOUP
MADE OF BLENDED
SWEET POTATOES,
CARROTS, BROCCOLI,
TOMATO AND GREEN
BELL PEPPER TOPPED
WITH ROASTED GARLIC



NOT ENOUGH? SIDES!

**ITALIAN STYLE
BREAD CROUTONS
(3\$)**
SEASONED WITH
PARMESAN CHEESE,
OLIVE OIL AND
GARLIC

**ITALIAN STYLE
BREAD
(3\$)**
A WHOLE BAGUETTE

**PARMESAN CHEESE
(3\$)**
100G OF SHREDDED
PARMESAN CHEESE IN
A BOWL

**BABY CARROTS
(3\$)**
150G OF BABY
CARROTS

HONEY WATER

(5\$)

COCONUT WATER
WITH A SPOON OF
NATURAL HONEY AND
MINT LEAFS

LEAF JUICE

(4\$)

ORANGE TREE LEAFS'
JUICE WITH ICE.

**BANANA N
BLUEBERRY
SMOOTHIE**

(5\$)

BLUEBERRY VEGAN
SMOOTHIE MADE WITH
BANANA SOY MILK AND
MAPLE SYRUP

TEQUILA SHOT

(7\$)

JOSÉ CUERVO 1 OZ
SHOT WITH A SLICE OF
LEMON



Menu Design

At this part, it is going to be show all the conception of the menu and how it will be applied at the wall. The wood planks that were not showed already are the correspondent to the cover and back cover (that would be just a welcome message introducing the menu). Total wood planks: 20.

Cover



Back Cover

FEEL WELCOME TO COME AND FEEL WELL.

WE BELIEVE THAT CULINARY ARTS IS NOT COOKING EXPENSIVE FOOD FOR FANCY PEOPLE, BUT SERVING GOOD QUALITY FOOD FOR EVERYBODY. MAKING WHAT MOTHER NATURE CREATED TO SHARE WITH ALL HER CREATURES, EVEN THE HUMAN ONES!

JOKES ON THE SIDE, THIS RESTAURANT IS ABLE TO FEED ONLY HUMANS, BUT WILL BE COMPROMISED TO HELP SOCIAL GREEN CAUSES.

Conception of the 20 wood planks

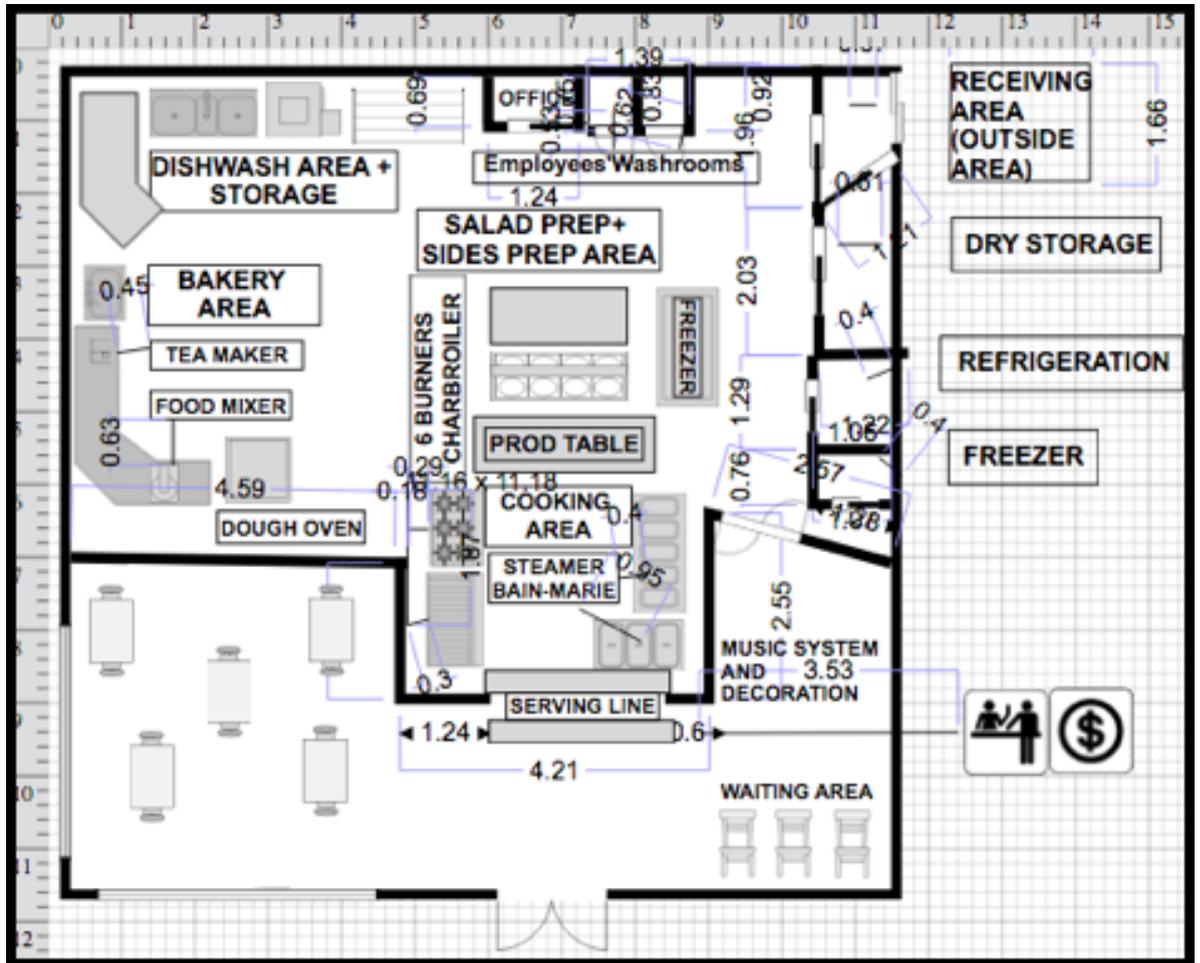
This planks will be visible to the guests behind the cashiers (**like in the scheme below**) and also will be available in paper version. Those ones will be plastified and each one will be on a single sheet, all the sheets together with black wire connecting them.



Restaurant Layout

Total back of house area per dining area seat is **12 Square Feet**, Bob's Truck Restaurant will need, at the very least, **120 Square Feet** to properly accommodate a **10 seats** Restaurant (dining room).

The Restaurant is going to follow the layout below:



Equipment List

No. needed	Equipment
1	Dishwash machine
1	Triple Sink
1	Large Storage Rack for Plates and Pans
1	Work table for dirty dishes disposable
2	Production tables (1 for salads and sides/ 1 for burgers)
5	Single sinks (1 inside kitchen/ 1 in each employees' washroom/ 1 in each guest's washroom)
1	Tea Maker
1	Food Mixer
1	Dough oven

No. needed	Equipment
1	Salad counter
1	Six Burners
1	Charbroiler
1	Fivefold Steamer
1	Triple bain-marie
1	Freezer box
1	Sound System
4	Toilets (1 in each washroom)
1	Disposal ready-to-serve food counter

No. needed	Equipment
1	Customer service desk
1	Cashier machine
5	Deuces tables
3	Chairs for waiting area
1	Office desk
2	Office chairs
1	Computer for office
1	Punch-in/ punch-out machine for employees
29	Shelves (7 for freezer/ 9 for refrigeration area/ 13 for dry storage)
