Tairona Restaurant

Costing & Planning final project

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**Operation Concept**

**Concept**

Tairona’s concept is to provide Colombian cuisine to Vancouver and Canada, preserving tradition, yet renovation techniques and ingredients. The restaurant will constantly teach its guests about the culture and diversity in the country. The rotating menu will challenge the staff, while keeping the customers interested in coming back and trying new creations and representations.

All products will be local to maintain the best quality and to support local farmers. In Colombia, every produce is local, which highlights the flavours of the ingredients, rather than overwhelming them with spices. The animal protein will be bough from Canadian suppliers and the restaurant will work hard to receive the best products in the market.

The ambiance would include Colombian traditional and recent music, which would allow the guest to feel like if they are visiting Colombia for a few hours. Having traditional music does not mean that the restaurant would look traditional, instead it would look modern. The dinning area would be full of interesting art which would attract customers’ attention and interest. The whole idea is to show Colombia’s beauty through the food and the area.

**Style of service**

The style of service will be casual dinning. Servers would be trained and required to be friendly and happy about the guests coming to the restaurant. The idea of the style of service is to make guests feel like if they where walking into their own house. The servers would have the freedom of handling their tables as they wish, without any restrictions on how to serve the food or how to interact with the customers if they are friendly and can handle conversations.

Servers would be required to know everything about the menu, including ingredients, techniques, flavours, dietary restrictions, and prices. Guests will feel there is transparency over what the restaurant is serving. There would be no convenient foods, which the servers will highlight to the customers.

**Quality and Pricing**

The quality of the ingredients would be directly reflected through the pricing of the items. The ingredients would all be locally sourced and those who do the ordering would be sure to acquire the best ingredients at the best rate. The food would be priced through the quality of the ingredients; therefore the fairly high price of the items would be reflected in the quality of the food. It would be crucial that the guests feel like their money is worth for the quality of the food they are receiving. The chef would ensure that the kitchen would always think about what is best for the customer, rather than what is best for the restaurant. This ideal would pay off in the long run, having customers coming back for the food and respect over the customer.

The kitchen would consist on two different types of skills. There would be the highly skilled cooks and chefs, which would be expensive for the restaurant, but still they will be doing everything from scratch. The lower skilled cooks would be learning from the higher skilled employees while helping them with the prepping of items and performance during service. This way the quality of the food would be preserved by the highly skilled chefs and cooks, while still reducing costs by having lower skilled cooks who will end up learning about the food and giving them an opportunity of improve and ascend.

**Employee meals**

The meals of the employees would be free but limited to one per day. It is important not to charge the employees for meals, so that they would feel respected and valued. Charging employees for their meals might make them feel like the restaurant undervalues their effort and dedication to the craft. Still, they would be explained that the policy of 1 meal per day helps the restaurant with food costs. Allowing the employees to have more than one meal per day would become extremely expensive for the restaurant, so the cost of the employee meals would be high. The price of the ingredients would be expensive, therefore the exployees would not be allowed to have overwhelming portions, much rather they would have a good portion so that they can focus on production and service. The kitchen would cook the meals for the FOH.

**Waste and recycling**

The restaurant would have a strict waste and recycling policy. Each station, including the FOH, would have a compost, recycle and waste bin, where they must divide all of the disposals in each bin. Instead of being enforced with laws and penalties, the staff would be taught about the importance of have a good waste policy, where the restaurant and the city would benefit from it. The big boxes for recycling would be left an specific area where they would be brought to the bins at the end of service. The compost would be disposed twice a day so that it does not smell bad. The waste bin would be disposed once a day.

**Menu Development**

Appetizers

**Stuffed Arepas with shredded chicken**

Homemade Corn patties stuffed with shredded chicken tossed with tomatoes, onions and peppers and blend of spices

**Veggie Empanadas**

Homemade dough filled with lentils, rice cooked with red bell pepper and onions, and baked potatoes

Soups

**Ajiaco Santafereno**

Rich chicken broth, served with rice, pulled chicken, spicy sauce, potatoes, plantain, avocado, capers, and corn.

**Pumpkin soup**

Roasted pumpkin simmered with carrots, honey, vegetable broth, seasonal vegetables and cumin. Pureed, and served cold with heavy cream.

Salads

 **Salmon Salad**

Diced poached salmon with Edamame, and cucumbers. Served with seasonal greens

**Fennel salad**

Sliced fennel, grape tomatoes, roasted beets and white onions. Served with arugula.

Entrée

**Rack of lamb with Pepitoria**

Rack of lamb smoked with a blend of Colombian spices. Served with Colombian style lamb rice cooked with lamb tripe

**Bandeja Paisa**

Long cooked red kidney beans with plantain, onions, red bell peppers and tomatoes, 2 fried eggs and avocado. Served with rice and corn patties filled with cheese

**Traditional braised OX tail**

4 hours braised OX tail in a pressure cooker, served with rice and plantain

**Grilled chicken with traditional Sauce**

Grilled chicken served with vegetables cooked with cumin and garlic. Topped with fried egg. Served with rice

Desserts

**Tres leches Cake**

Cake baked with condensed milk, evaporated milk and heavy cream

**Platano with homemade Bocadillo**

Grilled plantain filled with cheese and homemade guava paste

**Beverage**

Lagers

Revolver IPL-Red Collar brewing company

Recommended with the stuffed Arepas with shredded chicken

Raspberry Lager- Spinnaker’s Brewery

Ales

Heroica Red Ale-Steamworks Brewing company

Recommended with the Lamb rack with pepitoria

Coriander Pale Ale-Hathi Brewery

IPAs

Flying Dutchman North East IPA-Ravens Brewing Co.

Recommended with the bandeja paisa

Flagship IPA-Steamworks Brewing company

*All of our beer are locally brewed in BC*

**2.1-Menu Format**

The menu format would be standard but prone to sudden changes. The restaurant would ensure that there is a new menu every 6 months, but each term would have recipe and ingredient changes. It is designed to be standard due to the nature of the restaurant’s concept.

**Costing & Pricing**

**3.0-Standarized recipes**



















**3.1-Recipe cost cards with menu selling price**























**3.2 & 3.3-Menu engineering**



**4.0-Analysis**

The first changes that I would do to the menu in adding better ingredients and prices to each recipe. I feel that the concept, combined with the menu items and costing could use better ingredients, therefore the restaurant can improve and increase prices. The menu engineering taught me how to think around recipes and figure out prices. I have given me depth on how menus are really developed and how important is the costing so that creativity can flow around prices. It taught me how to read number and how to sometimes rely on numbers to make creative changes.