



SOUTHERN COMFORT KITCHEN + BAR

BUSINESS PLAN (SHORT VERSION)

PRESENTED TO: FUSE GROUP INVESTMENT COMPANIES

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FOOD FRIENDS CLIENTS

ABOUT FOOD FRIENDS CATERING

Food Friends Catering is a **family-owned business** established in 2017 by Kenrith Lawrence. Food Friends is a full-service catering company specializing in “Southern Comfort” Foods and other cuisines such as Latin, Asian, Caribbean to name a few.

Our **passion, knowledge and experience for culinary** as well as our dedication to exceptional service has allowed us to become one of South Florida’s most affordable and reputable caterers.

We cater a broad range of events such as corporate events, luncheons, bridal showers etc. and also provide vending services as needed. Since inception, we’ve catered over 200 events in South Florida.

For Food Friends, it’s all about **creating a memorable culinary experience** that brings everyone together. That is why a personal connection is established from day one. Our goal is to communicate effectively with each client to understand their catering wants and needs, audience that will be served and budget.



Our dedicated team works closely with your business and/or organizer to ensure that the occasion we cater is handled with care, guaranteeing exceptional cuisine and service all within budget.

For Food Friends, it is more than just catering an event. Whether you choose items from a pre-existing menu or decide to place a custom order, we hold ourselves accountable to high standards. You can be assured that Food Friends will provide delicious and nutritious meals utilizing high quality, fresh and some of the finest and seasonal ingredients.

RESTAURANT INDUSTRY OVERVIEW

The COVID-19 pandemic made an impact across several industries worldwide. However, the restaurant industry was hit the hardest and still have the longest road back to pre-COVID-19 levels.

According to the National Restaurant Association's 2021 State of the Restaurant Industry report, we learned that:

- The restaurant + food service industry sales fell by \$240B in 2020 from an expected level of \$899B
- More than 110K eating + drinking establishments closed for business temporarily or for good. Of the restaurants that closed:
 - The majority were well-established (~average 16 years and 16% had been in operations 30+ years)
 - 17% employed 50+ people
- Eating + drinking establishments finished nearly 2.5M jobs below its pre-COVID-19 level. Prior to COVID-19, the restaurant + food service industry were projected to provide 15.6M jobs in 2020 representing 10% of all payroll jobs in the U.S. economy

Source: <https://restaurant.org/news/pressroom/press-releases/2021-state-of-the-restaurant-industry-report>



FOOD FRIENDS SOUTHERN COMFORT KITCHEN + BAR

PRIMARY FUNCTIONS

The next phase for Food Friends Catering involves bringing to life our very own **Southern Comfort** kitchen + bar.

The restaurant will serve **two main functions**:

1. RESTAURANT

The Food Friends Southern Comfort kitchen + bar will be uniquely designed to create a space where people can come and **enjoy comfort foods + drinks, music, and art.**

Following all **CDC guidelines**, guests will be able to dine-in (indoors or outdoors). For guests not yet comfortable dining-in, we will offer a take-out option.

2. FOOD FRIENDS CATERING HUB (KITCHEN)

In the last two years, the Food Friends Catering business has experienced a growth of approximately 77%.

As we embark on launching our first restaurant, we'd like the restaurant kitchen to also serve as the Food Friends Catering HUB.

With this multifaceted approach, we will be able to not only serve restaurant customers, but also leverage the kitchen to prep, cook, package and successfully fulfill all catering orders for individuals + corporate clients.



THE MENU

At Food Friends Southern Comfort Kitchen + Bar we want our customers to enjoy a selection of **traditionally elevated "comfort foods", southern drinks (alcoholic + non-alcoholic) and desserts** they crave.

Customers with **dietary restrictions**, will also have a selection of vegetarian/vegan options to choose from.

Our entire **menu** will consists of **10-15 items** which customers can choose from to dine-in or take-out.

**Other menus will also be offered (i.e. specials, happy hour, brunch etc.)*

**Drinks (including alcoholic drinks) can also be ordered to-go.*



SAMPLE MENU

APPETIZERS

Calamari with Garlic Aioli
Fried Veggie Platter
Crispy Wings

ENTREES

Food Friends Burger
Portobello Swiss Burger
Fried or Seared Chicken Sandwich
Grandmas Fried Chicken
Brown Gravy Smothered Pork Chops
Red Wine Braised Beef
Pecan Brown Butter Trout
Creamy Mushroom Orzo

DESSERTS

Million Dollar Pound Cake
Fried Bread Pudding with Fresh Whip Cream
Southern Peach Cobbler
Fudge Walnut Brownie

DRINKS

Mango Peach Sweet Tea
Bayrum Lemonade



HOW RESTAURANTS ADAPTED TO COVID-19

To succeed in this "new norm", restaurants had to adapt to COVID-19. This meant having to develop, streamline or enhance "off-premises and contactless" capabilities.

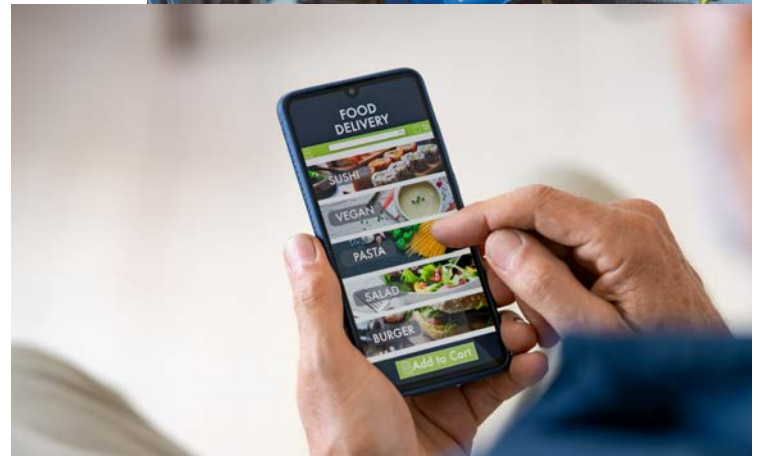
Here are some ways restaurants adapted:

Streamlined Menus: Part of optimizing and streamlining restaurant operations has involved re-designing menus. In fact, 63% of fine dining operators and half of casual/family dining operators now have fewer items on their menu than before the pandemic

Technology: Restaurants have embraced and adapted to technology throughout this pandemic. With the use of technology, they have been able to offer take-out and delivery services. In fact:

- 68% of consumers are more likely to purchase from a restaurant than before the pandemic
- 53% of consumers say take-out and delivery is essential
- 64% of consumers prefer to order directly from the restaurant
- 18% of consumers prefer to order through a 3rd party service
- 72% of consumers say its important their delivery orders come from a location that they can visit in-person vs. a virtual kitchen space

Source: <https://restaurant.org/news/pressroom/press-releases/2021-state-of-the-restaurant-industry-report>



CONSUMER DEMAND FOR RESTAURANTS REMAINS HIGH

“

6 in 1 adults say restaurants are an **essential part of their lifestyle**.

83% of adults say they're **not dining in at restaurants as often as they'd like** (April 2020); a jump from the 45% reported in January 2020.

88% of adults **enjoy going to restaurants**.

85% of adults say **going out to a restaurant with family or friends** is a better way to spend leisure time instead of cooking at home.

8 in 10 adults say their **favorite restaurant foods deliver flavor and taste sensations** that cannot be duplicated in the home kitchen.

”



As we can see, a vast majority of adults have the desire to dine-in at restaurants more than they have been able to during the COVID-19 pandemic. Restaurants bring people together to build "community". As the restaurant industry continues to recover, Food Friends understands that in order to grow during these uncertain times, we must provide guests with both the options to either dine-in or take-out.

SOUTH FLORIDA FOOD/BEVERAGE INDUSTRY WILL REMAIN STRONG

As previously discussed, consumers have a strong desire to dine-in at restaurants more than they've been able to during the pandemic. This desire comes from both locals and tourists and it's one way the South Florida restaurant industry will grow despite the ongoing pandemic.

According to a report done by CBRE:

- Restaurant spending now accounts for ~25% of all retail spending. Landlords are diversifying their assets largely with food/beverage tenants to help drive foot traffic.
- > 44M people visited South Florida in 2018 and spent an average of \$315 per person on food/beverage during their visits (estimated total of \$8.8B).
- Miami is the 2nd largest international retailer market in the U.S., 12th among global markets. Various international restaurant groups and chefs choose South Florida for their 1st location within their U.S. expansion strategy.
- Fort Lauderdale will further entice restaurant expansion thanks to the growth in young adults within the tech labor pool - this will bring restaurants that wish to establish a strong local brand presence to Fort Lauderdale and its surrounding areas.
- Trends in the food/beverage industry include food truck gatherings, food halls, "ghost" kitchens etc.

Source: https://www.bdb.org/clientuploads/Research/0-2019_Data/Real%20Estate%20Updates/Food_and_Beverage_-_South_Florida_-_Aug_2019.pdf



WHAT SETS FOOD FRIENDS APART

FOOD + EXPERIENCE

At Food Friends, we believe in **"making everything taste good"**.

Our **product/sourcing skills and food knowledge** allow us to make ingredients shine in their own unique way. The **"mother and son"** duo cook from the heart and soul, making sure all southern foods are created in its tradition form, but elevated to further enrich its flavors.

When dining with Food Friends, we focus on **recreating your grandma's or moms table** - where guests are comfortable coming together to talk, share experiences and feel at **"home"**.

COMMUNITY

Engaging and helping our local community is an integral part of the Food Friends mission.

As we start our journey in the restaurant industry, part of our "hybrid" business model is focused on **hiring local**, experienced and non-experienced servers, cooks, bar tenders etc. from **various backgrounds** (i.e. single moms/dads, formerly incarcerated, people with disabilities etc.) with a willingness to learn, grow and succeed.

Additionally, we hope to create a **"friends day"** every quarter where we can partner with local non-profit organizations/agencies and invite the local community to enjoy **deliciously home-made food** but also learn about **resources available to the community** (i.e. mental health, career development, education, etc.)



MARKET ANALYSIS

The "Historic Sistrunk" area has approximately 22 restaurants (direct and indirect competitors) which include:

- Betty's Soul Food & Barbecue
- Ivory's Takeout
- Jimmy Johns
- Ponderosa Soul Food Restaurant
- Sea City Fish & Chicken
- Smitty's Wings
- Henry's Sandwich Station
- Sistrunk Marketplace
 - Chop Shoppe Meat and Provisions
 - Senbazuru
 - Bronte
 - Heavenly Raw Living Food
 - Poke OG
 - Kasai & Koori
 - Snack Bar
 - Khoffner Brewery
 - Hot Lime
 - Osom Crepes
 - Empanada Bodega
 - Nellie's Southern Table
 - Fuoco
 - Club Soda Lounge



From this listing, we can acknowledge that "Historic Sistrunk" has 3 "Southern Style" restaurants, which means there is still an opportunity for Food Friends Southern Comfort Kitchen + Bar to successfully enter the market.

Food Friends Southern Comfort Kitchen + Bar will provide casual dining service, where guests can get together to talk, share experiences, feel at "home" - all while enjoying traditional southern comfort foods that have been elevated to further enrich it flavors.

Our goal is for guests to enjoy flavors they can't replicate at home, at a reasonable price and with exceptional service. Guests will also have the option to place orders via their mobile phones (QR codes).

Source: <https://www.sun-sentinel.com/entertainment/restaurants-and-bars/fl-et-sistrunk-marketplace-brewery-fort-lauderdale-opens-20200822-dvu4y3c3crezrbrduorfkoipou-story.html>

<https://fortlauderdale.com/neighborhoods/historic-sistrunk/>

MARKET SEGMENTATION

The following market segmentation data are 5-year estimates for the "Historic Sistrunk" area and areas located within a 3-mile radius.

TOTAL POPULATION 67,858

TOTAL HOUSEHOLDS 29,106



AVERAGE HH INCOME \$61,960

MEDIAN HH INCOME \$43,333



EDUCATIONAL ATTAINMENT (AGE 25+) 11,347 [Bachelor]
7,347 [Grad/Prof]



TRAFFIC COUNTS: 9,200 [NW 9th Ave]
12,400 [Sistrunk]



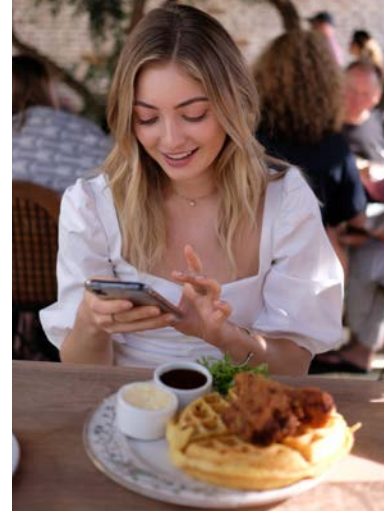
Source: data.census.gov

OUR TARGET

“

I need a place where I can go for brunch, happy hour or dinner and have a good/fun time with my significant other or friends and family - while enjoying music, rich flavored foods + drinks.

”



PROFILE

- Male / Female 35+
- Diverse Background (Black, Hispanic, Foreign Born)
- Bachelor's Degree or Higher
- Working Professional with Income of \$50K-\$75K+
- Reside in the City of Fort Lauderdale or its surrounding Suburbs (Wilton Manors, Oakland Park etc.)

WHAT THEY'RE LOOKING FOR

- Food with Flavor
- Vegetarian/Vegan Options
- Instagrammable
- Fun Atmosphere
- Dine-in and Take-out Options (for Food/Beverages inc. Alcohol)
- Free Wifi

SPENDING HABITS

- Food/beverage annual spending for GenX is ~\$4,229 and ~\$3,223 for Millennials
- As Millennials enter their "peak earning years" they will become the biggest spenders on groceries and restaurants within the next 10 years
- The share of expenditures dedicated to food by Millennials is 13.1%, lower than that of Baby Boomers which was 14.7% when they were the same age
- City households spend ~\$7,231 on food/beverage compared to ~\$8,217 of suburban households

COMPETITIVE LANDSCAPE

Currently within a 3-mile radius of the "Historic Sistrunk" area, there are 3 restaurants (direct competitors) that serve soul food and/or southern style food:



Nellie's Southern Table focuses on preparing Great-Grandma Nellie's family recipes.

STRENGTHS:

- Located in Sistrunk Marketplace
- Food made from scratch (fresh ingredients)
- PR benefits of being in Sistrunk Marketplace
- Online ordering available with food images

WEAKNESSES:

- Limited menu
- No website
- Min to non social media presence
- No street signage
- Name ambiguity on Yelp and Zmenu.com (Nellie's Southern Kitchen)

OPPORTUNITIES:

- Offer desserts
- Create instagrammable food items
- Offer vegan items

THREATS:

- A lot of indirect competition due to being in food hall
- Larger competitors in FAT Village Art District



Family-owned, authentic soul food restaurant. Located on NW 22nd Rd.

STRENGTHS:

- 40+ years in business
- Known for its Southern delicacies (ham hocks, chitterlings)
- Notoriety from celebrities and politicians
- Large servings, reasonable pricing

WEAKNESSES:

- Food presented/plated poorly
- Min to non social media presence
- No vegan options
- Poor website functionality
- Restaurant ambiance not inviting

OPPORTUNITIES:

- Create outdoor seating
- Create healthy menu items
- Establish digital presence
- Renovate restaurant space

THREATS:

- Competition with digital presence can be appealing to customers
- Competition with menu variety (i.e. healthy items) can gain customer traction

COMPETITIVE LANDSCAPE CONT. + PERCEPTUAL MAP



Located in the Franklin Park Community, Ponderosa, a soul food has been in business 30+ years.

STRENGTHS:

- 30+ years in business
- Offers dine-in, take-out and catering services
- Community relationships (fraternity, sorority, schools etc.)
- Loyal customers

WEAKNESSES:

- Primarily serves breakfast
- Limited lunch items
- No vegan options
- Not open in the evening or Sundays
- Weak website
- Min-to-none social media presence
- No delivery

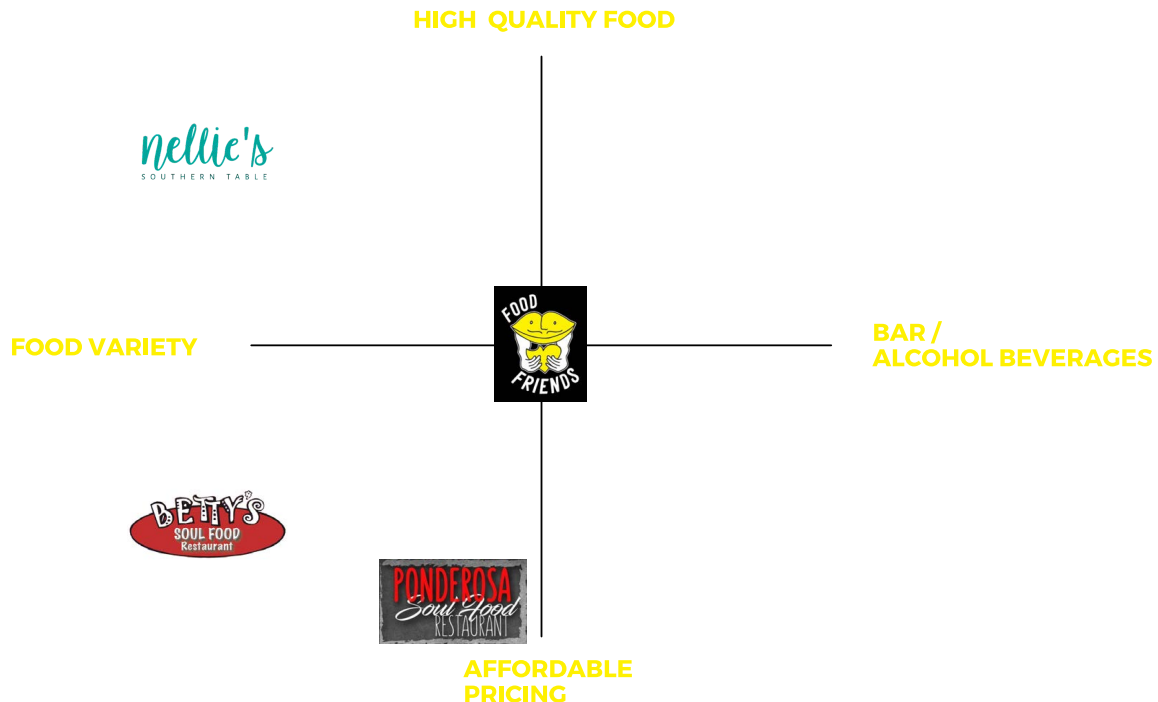
OPPORTUNITIES:

- Expand menu items
- Open evening + Sundays
- Offer delivery

THREATS:

- Competition with food variety, expanded hours, delivery etc. can enter market

The following is the perceptual map of those 3 main players and how they compare with Food Friends Southern Comfort Kitchen + Bar.



RESTAURANT SHORT-TERM GOALS

As we start preparing for the opening of Food Friends Southern Comfort Kitchen + Bar, there are several short and long-term goals we are establishing in order to achieve the success we desire for our new restaurant.



HUMAN RESOURCES

As a new restaurant, it's important for us to hire a HR expert to successfully manage recruiting, training, benefits, creating employee retention strategies, developing the restaurant/employee operational handbook, making sure the restaurant stays compliant with employment and food regulations etc.



MARKETING + SALES

Position ourselves as the Southern Comfort restaurant in the "Historic Sistrunk" area. First, we will uniquely design and build our website which will feature key sections (i.e. about us, our menu, online ordering, hours of operation, location etc.) We will then develop a strategic media plan to reach our target audience using traditional and non-traditional media. KPIs will be established for all advertising done, in order to track which media generates the most sales.



LOCAL PARTNERSHIPS

Establish partnerships with local food vendors in order to obtain some of the freshest ingredients.



EXCEPTIONAL SERVICE

Create an exceptional, friendly and reliable dining experience, making every guest feel valued. Everything from greeting customers, coordinating customers' food and beverage orders with kitchen and bar, making sure guests are satisfied with their meals, resolve any complaints, process payments. The overall goal is to get customers to come back.



CUSTOMER REWARDS PROGRAM

Convert all first time guests into repeat customers. Develop the Food Friends Customer Loyalty Program where guests can join FREE and earn points every time they visit. Points will be redeemable for FREE appetizers, sides, drinks or desserts.



TEST NEW MENU ITEMS

At Food Friends Southern Comfort Kitchen + Bar we specialize in Southern Comfort Cuisine. However, our goal is to create a diverse menu for guests to enjoy. This will consist of having a variety of beef, chicken and seafood items as well as vegan/vegetarian options. Our menu items have been specifically designed to avoid wasted ingredients/food, and to use local ingredients from local businesses.

RESTAURANT LONG-TERM GOALS



DELIVERY

Establish our own delivery process to avoid "service fees" from third party vendors. This will consist of adding a "order now" feature on our website, hiring our own delivery driver, implementing a delivery tracking system etc.



PRODUCT LINES

To increase revenue, Food Friends would like to explore developing products lines that would be on sale at our restaurant and website. Product lines would include home-made sauces, seasoning, jams/jelly's, merchandise (i.e. clothing, hats etc.) and more.



COMMUNITY ENGAGEMENT / GIVING BACK

Build relationships with local advocacy groups to help at risk populations manage their overall mental health, substance abuse, housing, education, and career development. In addition, we will partner with local hunger relief non-profits to serve and ensure the community is healthy and hunger-free. One issue we would like to address is making sure the community knows how to prepare nutritious meals with fresh produce. We would do this by holding free of charge, cooking classes for the community at our restaurant.



YOUTUBE CONTENT

Build an online presence for Food Friends Southern Comfort Kitchen + Bar by inviting local businesses and personalities to come cook, discuss their most "nostalgic" moments in the kitchen with family, and have "real" conversations whether its about life, current events, and other topics.



HOSPITALITY GROUP

Develop multiple restaurant concepts across South Florida. Under one umbrella, we would have various cuisines such as Asian, Latin, Italian and more.

FOOD FRIENDS SOUTHERN COMFORT KITCHEN + BAR [SWOT]

Food Friends Southern Comfort Kitchen + Bar provides Classic, Southern Style food and drinks in an elevated form for guests to enjoy in person or for takeout.



OUR BRAND + MARKETING INITIATIVES



MISSION: To make every dish taste good; while making every customer feel good.

VISION: To become one of the best Southern Comfort restaurants in the region by providing exceptional "Southern Hospitality" to our community and staff.

VALUE PROPOSITION: To utilize local fresh ingredients to create elevated, Southern classic food and beverages, within a beautiful and fun ambiance.

POSITIONING STATEMENT: Become the most flavorful, unique and reasonably priced, Southern Comfort restaurant in the region.

MARKETING INITIATIVES

The overall goal of marketing will be to build the "Food Friends" brand, restaurant reputation and focus on customer acquisition and retention. We will do this through:

LOCAL ADVERTISING:

- **TRADITIONAL:** WOM, Local Partnerships, Print, Radio Personality Promos, Events, Direct Mail, PR etc.
- **NON-TRADITIONAL:** SEM (Google, Bing), SEO, Display Ads, Social Media, Email Marketing, Customer Loyalty Program, Google My Business, Food Bloggers etc.

KPIs: KPIs will be established for all advertising, to track campaign performance and determine what media channels produce the most sales. Success will be measured via:

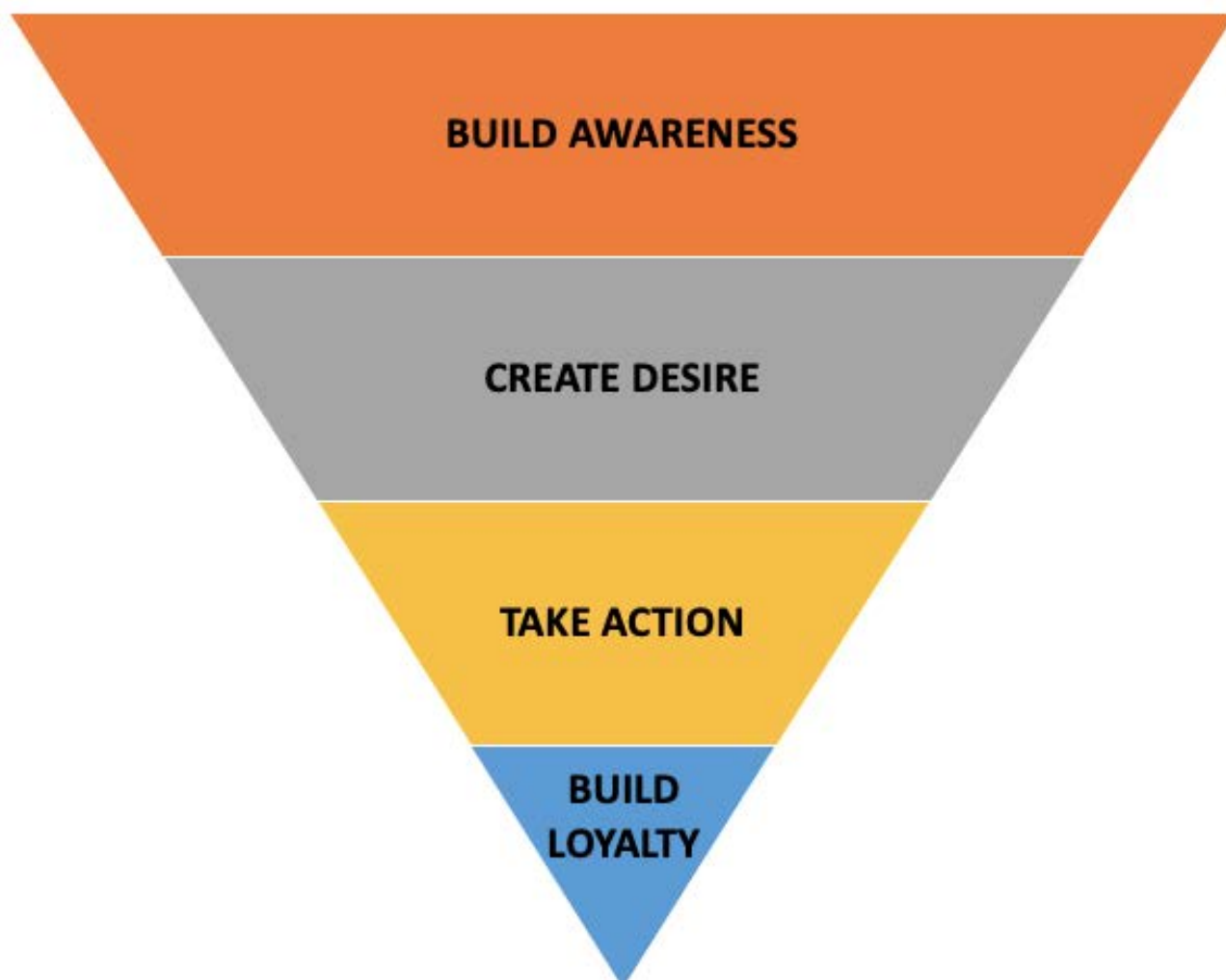
- Online Reviews
- Customer Retention Rate
- Likes
- Clicks
- Conversion Rates
- Avg. Page Duration (online ordering + website pages) etc.



SALES FUNNEL

The goal of this sales funnel is to attract new customers and retain them for the long-term.

From the diagram below, you will see that we will invest to attract and acquire new customers (build awareness), engage with them and create the desire for them to visit our restaurant (create desire), provide all customers with an exceptional customer experience (take action while building customer retention) and finally make all customers aware of our customer loyalty program (build loyalty).



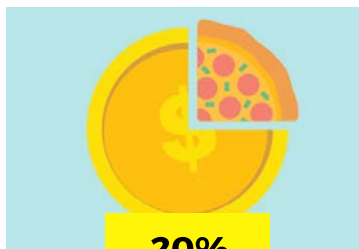
BUDGET ALLOCATION

Here is a snapshot of how Food Friends Southern Comfort Kitchen + Bar plans to allocate its funds/budget once opened:



25%

STAFF



20%

FOOD / BEVERAGE



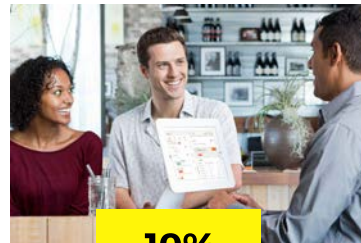
25%

RENT



20%

MARKETING



10%

**OTHER
OPERATIONAL COSTS**

RESTAURANT FUNDING (PENDING APPROVAL)



Food Friends has started looking at ways to get funding for the restaurant build-out.

Here are some of the lenders we are working with to obtain a business loan:

- Small Business Administration
- Lift Fund
- Certified Community Development Financial Institution
- Lendio
- Personal Savings

OUR TEAM



KENRITH LAWRENCE, FOUNDER + CHEF

Kenrith started cooking at the early age of 8. Two of his biggest influences in Southern cooking were his grandmother and mom. While working for the State of Florida as a Investigation Specialist III in Tallahassee, Lawrence started doing small caterings for office potlucks, baby showers and birthdays. In 2017, Kenrith decided to pursue his dreams by opening his own catering company, Food Friends Catering LLC. Food Friends is a full-service catering company specializing in "Southern Comfort" Foods and other cuisines such as Latin, Asian, Caribbean to name a few. Our passion, knowledge and experience for culinary as well as our dedication to exceptional service has allowed us to become one of South Florida's most affordable and reputable caterers. In 2018, Lawrence had the opportunity to participate in the South Beach Food and Wine Festival where he had the opportunity to work under Guy Fieri in the "Burger Bash" Competition. Later that year he also won the Hungry Black Man Culinary Battle for his famous "Red Wine Braised Short Ribs". Currently, some of his major corporate clients include the Adrienne Arsht Center for the Performing Arts of Miami-Dade County (AileyCamp), Amazon, Guardian Pharmacy, Citrus Health Network, Broward County Schools to name a few. In his spare time, he serves on the PTA of Tropical Elementary and also visits and mentors students at various Broward County Public Schools. Kenrith obtained his Bachelors in Social Work from the Florida Agricultural and Mechanical University and his Masters in Hospitality Management from Florida International University.



MYRNA LOY, CO-FOUNDER + PASTRY CHEF

Myrna was one of six children. She learned to cook at the early age of 10 from her mother. To advance her culinary skills she would prepare meals for herself and her siblings. While in High School, she joined the National Homemakers of America (NHA) where she began to acquire professional culinary training. Myrna truly enjoyed the science behind food so she started to train herself by acquiring several cooking books from various cultures and even enjoyed exchanging recipes with friends at work. At 17, Loy started working at the Americana Beach Lodge in Daytona Beach where she was responsible for salad prep. Prior to owning her own Bail Bonds business, Myrna used to be an Outside Plant Engineer for Bellsouth and continues to be an active real estate agent. Loy obtained her Bachelor's Degree in Education from North Florida Baptist Theological Seminary. She is a part of Eta Phi Beta Sorority and in her spare time she loves giving back to the homeless.

OUR TEAM CONT.



PATRICIA O. URQUIAGA, BUSINESS CONSULTANT

Patricia is a bilingual business consultant with 13+ years of combined marketing, sales and operations experience. Throughout her career she's provided strategic direction for world-class brands in the U.S., Latin America, Caribbean and Canadian markets. Some of her clients have included the University of Miami, PBS, KinderCare Learning Centers, UBS, Mercantil Commercebank, St. Jude Children's Research Hospital, Scholastic, Mount Sinai New York and more. In 2018, Patricia decided to open her own business consulting firm, Urquiaga & Company, LLC to fulfill her dream of becoming an entrepreneur. Prior to owning her own firm, Patricia held various executive marketing, sales and operational roles for worldwide agencies. Currently, she serves as the Co-Chairperson for the Parent-to-Parent Fellowship for Calvary Christian Academy. She also volunteers for other local non-profit organizations including Calvary Chapel Fort Lauderdale, 4KIDS of South Florida/His Caring Place, and the Broward College Foundation. Urquiaga obtained her Bachelor's Degree in Business Administration from Florida International University and her Masters in Business Administration with a double concentration in Business Analytics and Entrepreneurship from Syracuse University.



JOHN NOBLE MASI, HOSPITALITY CONSULTANT

John Noble Masi started his career in foodservice when he was just knee high to his Dad making fresh baked rolls, cookies, and danish in his father's bakery. John loved food so much, he later attended the premiere culinary school in the world in 1984: The Culinary Institute of America before he moved to Florida to earn his Bachelor's degree in Hospitality Management and Master's degree in Business Administration at Florida International University. Masi has dedicated 28+ years to a career in culinary arts and hospitality, working in both front of house and kitchen/bakery operations for hotels, cruise ships, premiere catering companies, and 2 of the top 3 global foodservice management companies in positions that continually increased his responsibility from an Executive Chef to a Regional Vice President role. Today, John is the Owner of Hospitality Performance Partners, a consulting company focused on hospitality operations. He also teaches hospitality and various culinary courses at the Chaplin School of Hospitality Management & Tourism at Florida International University, and serves as the President for the American Culinary Federation's Broward County Chapter.

FOOD FRIENDS CLIENTS



CASE STUDY: GUARDIAN PHARMACY

Guardian Pharmacy is a full-service institutional pharmacy group who serves assisted living and skilled nursing communities of all sizes throughout the State of Florida.

Food Friends was booked as the caterer for its **Annual Corporate Holiday Party** which consisted of **120 guests**.



THREE-MEAL MENU

Appetizer: Wings Platter

Entree(s): Wine Braised Beef, Shrimp & Chicken Alfredo

Dessert(s): Peach Cobbler and Cherry Cheesecake

Beverages: Lemonade, Sweet Tea, Water

Food Friends was also responsible for handling all **logistics** related to the catering. This included decorating all food tables, providing 3 servers for the evening as well as staging a "temporary on-site kitchen" due to the venue not having one.

“Everyone couldn't stop talking about how good the food was! Food Friends really made the night a total success! Thank you so Much!

Landia Valdez, Supervisor of Data Entry





CASE STUDY: AILEYCAMP MIAMI

AileyCamp Miami is a full scholarship, summer program that helps transform the lives of students from Miami-Dade County Public Middle Schools.

The program provides a safe and artistic environment for students to take classes in dance, nutrition, conflict resolution, drug prevention, critical thinking and other life skill courses in personal development and creative communication.



Food Friends was hired to cater AileyCamp Miami's first-ever **virtual 4-week summer camp program**, which consisted of 304 campers and families per week.

The **Food Friends Passport Around The World** and **Fun Friday Family Food Experience** catering concepts took campers and their families on a memorable food journey. Every day, Food Friends prepared and delivered a delicious "homestyle" hot or cold breakfast and warm themed lunch for everyone to enjoy even the ones with dietary restrictions.

THEMED MENU

Breakfast: Bread Pudding, Eggs, Grits, Protein, Apple Coffee Cake, Roasted Potatoes, Cinnamon Rolls, Fruit Salad

Lunch: Tour of Italy Mondays, Martes De Fiesta Tuesdays, Sweet Asian Style Wednesdays, American Comfort Thursdays and the Fun Friday Family Food Experience

Dessert: Assorted Cookies and Brownies

Beverages: Milk, Juice and Water



“

As Director of AileyCamp Miami, it is my job to bring on vendors who will provide excellent service to our campers and their families. From the first encounter to the last, Food Friends exceeded my expectations in providing quality food, professional service and in building a rapport with our campers and their families. Mr. Lawrence, the Chef and Owner ensured each camper's dietary needs were met in the most delicious way! Not a day went by in camp where the campers were not impressed and delighted by their breakfast and lunch. Thanks to Food Friends for taking the initiative to provide family meals and recipe cards, a number of our campers found a passion for cooking because of him. I am grateful for Food Friends for helping our team this summer change the lives of our campers.

Florencia Guerrier, Director of AileyCamp Miami

”





CASE STUDY: AMAZON DORAL

Amazon Doral is a new sortation center with a goal of expediting deliveries to customers throughout South Florida 7/days a week.



Food Friends was hired to cater **Amazon's Thanksgiving Celebration**, which consisted of providing breakfast and dinner meals + dessert for a total of **800 employees**.



THANKSGIVING CELEBRATION MENU

Breakfast: Scrambled Eggs, Roasted Potatoes, Turkey Sausage and Buttered Toast

Dinner: Oven-Roasted Turkey Breast, Gravy, Yellow Rice and Green Beans

Dessert: Sweet Potato Pie



Food Friends was responsible for handling all **catering preparation logistics and execution for the event**. This consisted of developing a customized menu, ordering ingredients, prepping, cooking, individually packaging all meals, delivering, setting up meals in designated areas etc. - all while staying within the clients budget.





THANK YOU!

HAVE QUESTIONS? CONTACT:

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