

Spicy Soiree



Northeast Technical High School
Alex Lam, Alisa DeMoss
2024

Written Proposal

Type of Establishment:

Spicy Soiree, a freestanding Asian Latin fusion restaurant in the heart of the ProStartville business district, serves modern Asian & Latin fusion food specializing in spices.

Purpose and Impact:

Located in the heart of Main Street, ProStartville, Spicy Soiree focuses on the hustling business district's entertainment and time during guests' lunch breaks and dinner dates. Spicy Soiree features dishes from Central America and East Asia to serve spicy yet flavorful dishes to the people of ProStartville. By incorporating both Asian and Latin cuisines, Spicy Soiree becomes a creative hotspot that embraces both cultures as well as local musicians and culinary geniuses alike can share their art in a restaurant.

Spicy Soiree is a restaurant for people to immerse themselves in culture and music as they enjoy Asian and Latin fusion food. As your party enjoys the sounds of a local musician playing on the stage or while watching the koi fish, the smells of spices and herbs will enchant your visit at our restaurant.

Spicy Soiree brings a modern environment to the city of ProStartville by having floor to ceiling windows, skylights, dahlias and lily pads to bring an upbeat and refreshing atmosphere to the crowded business district. In addition to the energetic atmosphere, Spicy Soiree reaches out to local high school music programs such as band, orchestra, and choir by hosting "Musician Nights." By giving an opportunity for young musicians to raise money and awareness for their programs, these high schoolers would be accommodated with a playing space where customers could request to sit by the stage area. Furthermore, on Musician Nights a percentage of the sales that night would be donated to that high school's music program.

Meals Served:

Appetizers, entrees, desserts, and drinks with a focus on flavorful spices during lunch & dinner.

Hours of Operation:

- Monday-Saturday: 11 am-9 pm
- Sunday: Closed

Cuisine served:

Spicy Soiree serves Asian and Latin fusion cuisine with a specialty in spices. Dishes include peking duck tacos, kimchi fajitas, sparkling Vietnamese limeade, and spiced horchata fried ice cream.

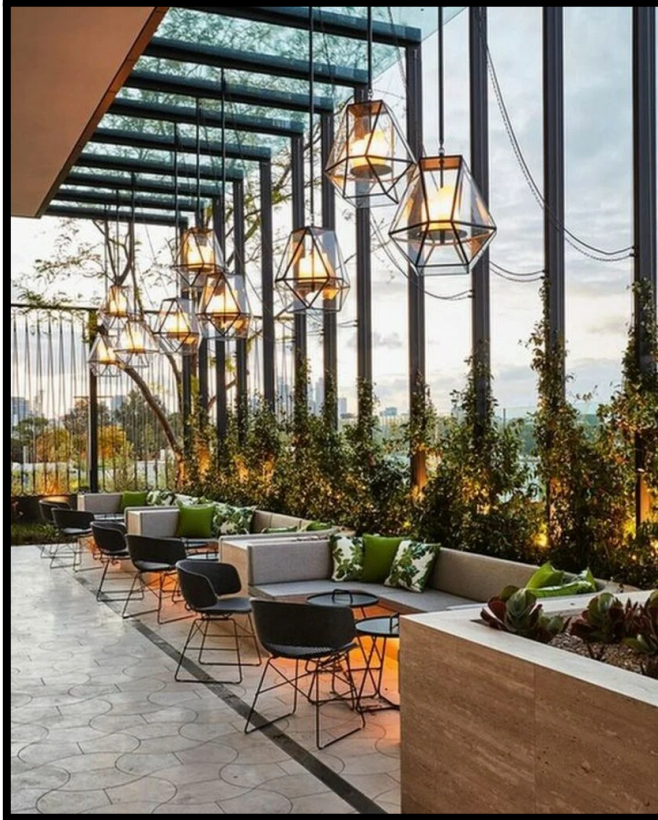
Target Demographic:

Businesspeople, young adults, and couples looking for a fun place to eat cultural and flavorful cuisine.

Floor Plan: Located on Main Street in Prostartville



Interior Design



A color scheme of red and gold is used to honor both Asian and Latin cultures. with a mixture of solid

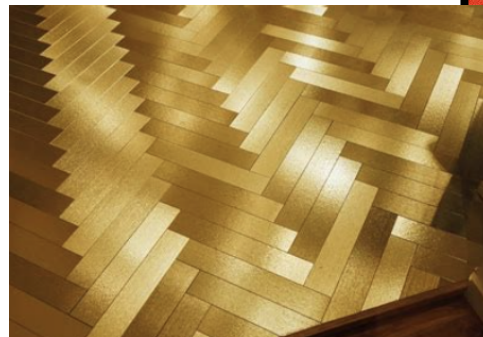
On the west side of the restaurant (reference pg. 3 floor plan) Spicy Soiree has an outdoor patio dining area (pic #1). This dining area, as well as areas throughout the restaurant, will feature dahlias and azaleas to contribute to a modern environment (pic #4&5).

As you move right of the patio, (interior) the koi fish pond (pic #2) dining area will have more azaleas and feature table and chairs (pic #3) and skylights over the dining area.

To the east of the restaurant, the dining area where the musicians perform have multiple circle booth seating areas (pic #7) as well as tables, setting two, with gold and red backing (pic #6).



<- Picture #1



Picture #3 —>

Picture #2 ^

Picture #4&5 v

A. Red

B. Gold

Picture #6 ^

CD071E

Picture #7 ^



←Picture #8



SWOT Analysis

Strengths

- Modern Asian & Latin Fusion Food
- Busy Lunch Service
- Convenient To-go menu and packaging
- Fun environment (Koi fish pond & open kitchen)
- Outside seating (Warmer Months)
- Ample Seating
- Commendable prices for high-end experience
- Accommodatable staff
- Drinks: Refreshing & Dairy-based to compliment spiciness
- Menu: Flexible, can omit or substitute varying on customer spice tolerance
- Fresh locally sourced produce
- Trained staff through checklists and require CPR certs from managers
- Amenities and supplies breaks for employees

Weakness

- Placed in business district (Busy lunch, slow dinner)
- Outside Seating (Colder Months)
- Business Holidays & Weekends
- Advertising: Electronic Savvy (Emails & QR codes)
- Menu:
 - ~Not kid friendly (no kids sizes or kids drinks)
- No breakfast or caffeine for busy morning customers
- Doesn't have traditional foods on menu (experimental)
- Limited to business customers due to lack of entertainment in surrounding area

Opportunities

- Catering:
 - ~Cater to company lunches/meetings
- Entertainment:
 - ~Host "Musician Nights" for local highschool musicians
 - ~Percent of Sales donated to their musical programs
- Diverse Staff:
 - ~Aid in multicultural awareness
 - ~Train/Hire staff aware of multiple languages (Ex. Chinese, Spanish, English)

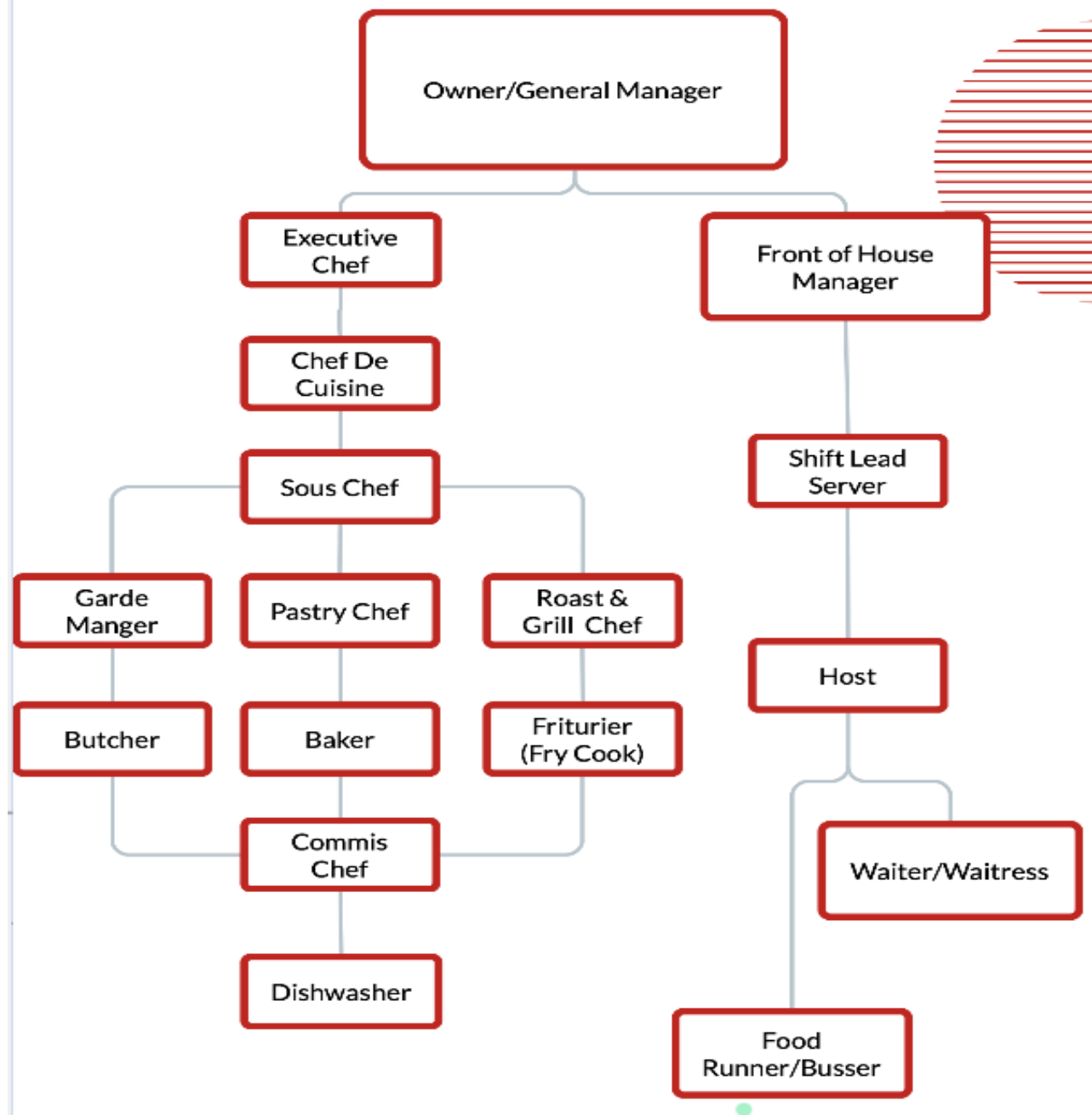
Threats

- Disease Outbreak (Covid Work from Home)
- Natural Disaster-Power Outage Possibility
- Cyber Threats



Spicy Soriee

ORGANIZATIONAL CHART





MENU

Starters

CHIMICHANGA EGG ROLLS **\$13.99**

Mexican Jalepeno | Ground Chuck
Sirloin | House Salsa

PEKING DUCK TACOS **\$15.99**

Roasted 5 Spice Duck | Cucumber | Ginger
Asian Pear Salsa

CHAR SIU BAO BUNS **\$9.99**

Pork Loin | Chinese Five Spice | Scallions
Tea Egg | Poblano Pepper

Entrees

*All Entrees come with a ginger salad or
cornbread

KIMCHI FAJITAS **\$20.99**

Tajin Skirt Steak | Baechu Kimchi
Side: Iceberg Lettuce | Picked Carrots

CARNE ASADA FRIED RICE **\$22.99**

Carne Asada | Serrano Peppers | Cumin
Spring Onion

CILANTRO LIME NOODLES **\$18.99**

House Cut Lo Mein Noodles | Peppercorn Bok Choi
Chili Oil

RED CURRY CHICKEN WITH MANGO LIME SAUCE **\$22.99**

Sichuan Peppercorns | Curried Chicken with
Chicharrónes | Broccoli

Desserts

HORCHATA FRIED ICE CREAM **\$10.99**

Rose Hips | Cinnamon | Cardamom
Madagascar Vanilla

COCONUT CHILE TRUFFLE **\$7.99**

Toasted Coconut Mouse Surrouded by Semi-
Sweet Chocolate | Cinnamon | Chipotle Chili

Drinks

SPICED HORCHATA **\$9.99**

Cinnamon | Almond Milk | White Rice

SPARKLING VIETNAMESE LIMEADE **\$7.99**

Fresh Mint | Lime | Lycees | Sparkling Water

DIABOLO GRENADINE **\$9.99**

Pomegranate juice | Grenadine | orange
blossom water

Recipe

State Name	Northeast Technical High School
Educator Name	K. McCann

Menu Item	Mini Chimichangas		
Number of Portions	7 count	Portion Size	4 count
Cooking Method(s)	Saute, Fry		
Recipe Source (MLA)	https://www.tasteofhome.com/recipes/mini-chimichangas/ Modified by team.		

Ingredients	
Item	Amount
ground chuck sirloin	16 oz
onion	6 oz
Taco Seasoning	1 oz
Monterey Jack Cheese	12 oz
Sour Cream	8 oz
Green Chiles	4 oz
Egg roll wrappers	16 oz
Large egg	2 oz

Procedure
<ol style="list-style-type: none"> 1. Equipment: Large skillet, spatula, saucepan, rubber spatula, large bowl, grater, cutting board, chef knife, small bowl, whisk, pastry brush. 2. In a large skillet cook beef and onion over medium heat until meat is no longer pink, temp at 155 degrees F. 3. Stir in taco seasoning and water. 4. Bring to a boil, uncovered, until liquid is reduced. 5. Remove from the heat and let meat rest for 3 to 5 minutes. 6. In a large bowl combine cheese, sour cream, green chiles, and beef mixture. 7. Place an egg roll wrapper on the work surface with a point facing you. Place (CHANGE TO OUNCES) ½ cup filling in the center. 8. Fold bottom third of wrapper over filling; fold in sides. 9. In a small bowl whisk egg with a whisk. 10. Use a pastry brush, brush the upper half of the wrapper and roll to seal. 11. Repeat with remaining wrappers and filling. (Keep remaining egg roll wrappers covered with waxed paper to avoid drying out.) 12. Heat fryer to 375°. Place chimichangas in a basket and fry for 90 seconds. 13. Place the basket on a hook to drain. 14. Serve with house salsa (see attached recipe).

Recipe #2

State Name	Northeast Technical High School
Educator Name	K. McCann

Menu Item	House Salsa		
Number of Portions	55 ounces	Portion Size	3 ounces
Cooking Method(s)	Blanching		
Recipe Source (MLA)	https://blog.fablunch.com/easy-homemade-salsa-recipe/ Modified by team.		

Ingredients	
Item	Amount
Tomatoes	48 oz
Onions	4 oz
Jalapeno Pepper	1 oz
Cilantro	1 oz
Garlic	.25 oz
lemon juice	0.5 fl oz
lime juice	0.5 fl oz
cumin	0.2 oz
kosher salt	TT
ground peppercorn	TT

Procedure
<ol style="list-style-type: none"> 1. Equipment: chef knife, cutting board, portion cups, large mixing bowl, food processor, large bowl with ice water, stock pot 2. Boil 3 quarts of water in a stock pot. 3. Cut an "X" on the tomatoes and blanch tomatoes for 1 minute. 4. Remove tomatoes, shock in ice water, and concasse. 5. Blanch red onions for 1 minute then shock in an ice water bath. 6. Brunoise onions and jalapenos, mince garlic, and slice cilantro leaves and stems to ¼ inch pieces. 7. Combine ingredients in a large bowl with lemon juice, lime juice, and seasonings. 8. Remove half of the mixture (by weight) and place in a food processor. 9. Pulse food processor for 30 seconds. 10. Add ingredients together. 11. Add kosher salt and ground peppercorn to taste.

Recipe Costing

State Name	Northeast Technical High School		
Educator Name	K. McCann		
Menu Item	Mini Chimichangas		
Number of Portions	7 count	Portion Size	4 count

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
ground chuck Sirloin	1lb(16 oz)= 16 oz	\$2.67	\$0.167	16 oz	\$2.672
onion	50lbs(16oz)	\$37.08	\$0.084	6 oz	\$0.014
Taco Seasoning	5lbs(16 oz)	\$21.01	\$0.015	1 oz	\$0.015
Monterey Jack Cheese	5lbs(16 oz)	\$13.89	\$0.173	12 oz	\$2.08
Green Chiles	12(27 oz)	\$66.10	\$0.204	4 oz	\$0.051
Egg roll wrappers	10(22)	\$33.66	\$0.153	16 oz	\$0.010
Large egg	12(1) doz	\$27.33	\$2.278	2 oz	\$1.139
Sour Cream	5lbs(16 oz)	\$8.22	\$0.103	8 oz	\$0.824

Subtotal	\$6.76
1 % for small amounts of spices (Q Factor)	\$0.068
2 % for frying oil	\$0.135
Total Recipe Cost	\$6.963
Portion Cost	\$3.979

Recipe Costing #2

State Name	Northeast Technical High School		
Educator Name	K. McCann		
Menu Item	House Salsa		
Number of Portions	55 ounces	Portion Size	3 ounces

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
Tomatoes	25 lbs/(16 oz)= 400 oz	\$51.00	0.128	48 oz	6.144
Onions	25 lbs(16 oz)= 400 oz	\$27.77	0.069	4 oz	0.278
Jalapeno Pepper	40 lbs (16 oz)= 640 oz	\$32.10	0.050	1 oz	0.050
Cilantro	16 oz	\$5.07	0.317	1 oz	0.317
Garlic	5 lb(16oz)= 80 oz	\$17.02	0.213	.25 oz	0.053
lemon juice	128oz =	\$14.27	0.111	0.5 fl oz	0.056
lime juice	15 fl oz	\$2.89	0.193	0.5 fl oz	0.097
cumin	16 oz	\$10.01	0.626	0.2 oz	0.125

Subtotal	\$7.12
1 % for small amounts of spices (Q Factor)	\$0.07
2 % for frying oil	0.142
Total Recipe Cost	7.332
Portion Cost	0.400

Menu Pricing

State Name	Northeast Technical High School
Educator Name	K. McCann

Menu Category	★ Starter	• Entree	• Dessert
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Recipe	Portion Cost
Mini Chimichangas	\$3.979
House Salsa	\$0.400

Total Plate Portion Cost	\$ 4.379
Menu Price at 33% Food Cost	\$ 1.445 (33% of portion cost) \$ 5.824 (portion cost + 33%)
Actual Price on Menu	\$13.99

Menu Photos

SPICY SOIREE OPENS IN HEART OF BUSINESS DISTRICT

MAIN ST. PROSTARTVILLE

MARCH 12TH, 2024- NEW PROSTART TIMES



SPICY SOIREE BRING NEW MODERN CUISINE INTO PROSTARTVILLE

Have you ever wanted to experience a modern Asian-Latin fusion cuisine in ProStartville? Well owners Alex Lam and Alissa DeMoss have done exactly that.

The restaurant "Spicy Soiree" is named after the signature spices used from East Asian and Central American and soiree, the Spanish word for 'gathering.'

Owner Alex Lam stated, "We have created a new hub of cultural backgrounds where customers can enjoy young musicians' music and creative culinary genius can express their art in one place." Open Monday through Saturday from 11am to 9pm. Spicy Soiree promises stellar food and service fit for the people of ProStarville.



UNIQUE ASIAN- LATIN FUSION

Walking into the restaurant, our interviewers described "...fresh smell of herbs and spices filled the room as local musician Joe Linder performed!" They also got to try some restaurant signatures which included the Kimchi Fajitas and Sparkling Vietnamese Limade. Our interviewers got to take a picture of the outside seating they sat in which is pictured above.