



An Introduction to Our Work

lacocinasf.org



LA COCINA





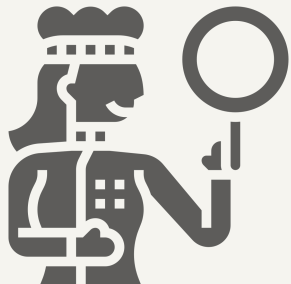




Veronica Salazar, El Huarache Loco



Barriers for Culinary Entrepreneurs



MONEY

\$750K average cost to start a restaurant in the Bay Area

Large banks approve 60% of loans by white small business owners, compared to 50% by Latinx owners and 29% by Black owners

MARKET ACCESS

3 years - average wait time to sell at the Ferry Building

INEQUITY

Women are 51% of the U.S. population but only 33% of the nation's 5.6M business owners; BIPOC are 40% of population but only 20% business owners

Businesses in Black neighborhoods earn less than similar businesses outside Black neighborhoods, translating to \$3.9B annual revenue loss nationally

KITCHEN ACCESS

\$35-45/hr for commercial kitchen in Bay Area

PERMITS

SF Business Portal lists 15+ permits and certificates to open a new restaurant in SF

Permits require social security numbers

TECH SUPPORT

LC offers support for all tools needed to compete in today's food industry (i.e., website development, POS set up, filing digital county permits, setting up social media channels)

COVID

BIPOC and women-owned businesses were less likely to survive the Great Recession, but drove the recovery

They added 1.8M jobs from 2007-12, while firms owned by white males lost 800K jobs, and firms equally owned by white men + women lost 1.6M jobs

COVID has put food businesses at immediate risk

SAVINGS

Subsidizing kitchen rental and working with industry volunteers to help deliver services keeps costs down

< \$5K - average amount LC businesses begin with

\$20/hr savings on kitchen rental

CAPITAL

Our network partners provide loans and look for investors who will be interested in the businesses we incubate

MARKET ACCESS

We connect businesses to sales opportunities and create our own to benefit the businesses the community and our organization

\$5.1M revenue generated in last 2 fiscals

TRAINING

Our staff and volunteers work directly with entrepreneurs to develop their business at low to no cost

2,149 hours of technical assistance in last 2 fiscals

VISIBILITY

LC manages PR efforts, award submissions, and marketing channels, reducing time/costs for entrepreneurs

350+ news stories last year on LC community

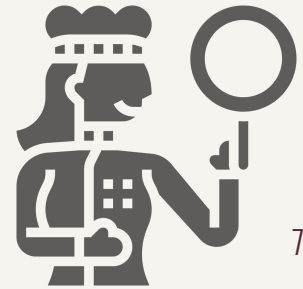
LANGUAGE SUPPORT

LC offers orientation, application process, and curriculum in Spanish + English; support with translation where needed (i.e., contracts)

COVID

Rent abatement, relief funds, grant/loan support, trainings, and new revenue streams have enabled 100% of LC businesses to recover from 70-100% loss of sales

How La Cocina Breaks Down Barriers





Our Key Programs



Business Incubation:
Kitchen Access,
Technical Assistance,
and Access to Sales
+Resources for
Capital



Municipal Marketplace:
Learning Laboratory with
7 La Cocina-Born
Businesses



Consulting: Sharing our
Model for Inclusive Economic
Development with
Organizations Globally



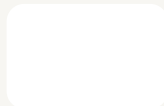
La Cocina-Born Restaurants



Besharum



Mi Morena





Who We Support

94

% women

94

% people of color

70

% immigrants

80

active businesses

100

% low income or very low income

44% Latinx

21% Asian/Pacific Islander

16% Black

8% Middle Eastern/North African

1% Native American/Indigenous

60

% mothers

12

businesses co-run by mother and adult child

45

median age



Increasing BIPOC and Gender Representation in Industry

TIME
World's Greatest Places 2019
 100 destinations to experience right now

Restaurant of the Year
 Besharam

THE EATER AWARDS 2019

San Francisco Chronicle
 SUMMER 2022
TOP 25 RESTAURANTS
 Where to eat in the Bay Area

La Cocina
 Municipal Marketplace

San Francisco Chronicle
 FOOD // RESTAURANTS
 Five dishes to try at Wahpepah's Kitchen, Oakland's revolutionary new Native American restaurant
 Cesar Hernandez
 Updated: Jan. 18, 2023 1 p.m.

O THE OPRAH MAGAZINE
 How one organization helps overlooked cooks turn side hustles into empires.

TimeOut
The 50 best San Francisco restaurants to eat at right now
 From the Michelin-starred to classic tastes of the city, our top San Francisco restaurants will melt in your mouth

San Francisco Chronicle
 FOOD
 2022 James Beard Awards: Here are the 7 Bay Area restaurant and chef finalists
 The finalists include Beem Asil, Horn Barbecue, House of Prime Rib and other local standouts
 Elena Kabanay
 Updated: March 16, 2022 9:39 a.m.

Queen's

2022
GOOD FOOD AWARDS
 Finalists
Award Winners
 Tomatillo Salsa
 Alicia's Tamales Los Mayas
 Hayward, California

San Francisco Chronicle
 San Francisco is getting a new store devoted to miso
 AEDAN FERMENTED FOODS

TACOTHAI



EL BUEN COMER

martha stewart
 La Cocina, a California-Based Food Incubator, Is Planning a Delicious and Diverse Food Hall in San Francisco

JAMES BEARD FOUNDATION
 2019 AWARD WINNER
el pípila

EATER
 38 Essential Restaurants in the East Bay
 Minnie Bells

San Francisco Chronicle
25
 dishes in the Bay Area
 that you must eat in 2020
Mama James
 FEAST FROM THE MIDDLE EAST

BBC one Nadiya's American Adventure

TIME
WORLD'S GREATEST PLACES 2022

GMA
 1st female-led food hall offers new opportunity for entrepreneurs and delicious, affordable food
 La Cocina Municipal Marketplace is located in the tenderloin neighborhood.

VOGUE
 8 Empowering Cookbooks to Celebrate International Women's Day
LA COCINA

A chef in a white short-sleeved shirt and a dark apron is smiling while cooking on a griddle. She is wearing a blue and white checkered headband. The kitchen background is filled with various cooking equipment, including a deep fryer, a sink, and shelves with dishes.

TIME

**World's
Greatest
Places
2019**

Nyum Bai

Oakland, California

Nite Yun, Nyum Bai



SFGATE

Los Cilantros opening in South Berkeley on Wednesday

By Ethan Fletcher on May 21, 2014 at 7:56 AM



Dilsa Lugo,
Los Cilantros



Pandemic Impact

100

% of businesses
still active

10

entrepreneurs
with new brick-
and-mortars (with
3 more coming this year)

\$7M

funding
secured
for businesses
(relief, grants, PPP, RRA)



5.5K

total
donations



5K

technical
assistance hours

9

new
businesses



\$5.5M

revenue to businesses
from new sales streams

1.5K

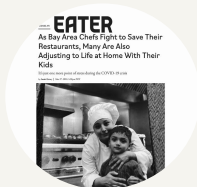
new funders



Entrepreneur Profile: Bini Pradhan



Domestic Abuse
Survivor



Mother



Binita Pradhan
Bini's Kitchen



Chef,
Restaurateur,
Entrepreneur



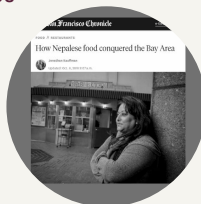
LC Graduate



Employer



Municipal
Marketplace
Mentor



Community Leader



Storyteller



Food Security
Participant



Farmer's
Market
Purveyor



Industry Icon



Community Builder



Building an Equitable Ecosystem for Small Businesses

- Technical assistance
- Access to capital
- Access to technology
- Access to a customer base and market opportunities
- Access to affordable spaces
- Access to workforce development supports
- Access to a community of businesses for a supportive peer network that also act as suppliers and customers



Supports:

- Family
- Employees
- Vendors + suppliers
- La Cocina businesses
- TL and Nepalese community
- San Francisco and Bay Area residents

Benefits:

- Job creation + retention
- Higher wages
- Keeps money in community
- Builds community identity
- Diversity + innovation
- Local community involvement + investment
- Environmental friendliness
- Encourages entrepreneurship
- Less city infrastructure



La Cocina Municipal
Marketplace

ORDER ONLINE

WWW.LACOCINA.MARKETPLACE.COM



**PICK UP
HERE**

Now Open Happy Hour





La
Cocina
Municipal
Marketplace



La
Cocina





“La Cocina represents nothing less than the United States at its finest: Intersectional. Female-driven. Multicultural. Entrepreneurial. Multiplatform. Centered around food, resistance, stories, and education. If more people across the country replicated this model, there’d be no need for a revolution because we’d be living in it.”

-Gustavo Arellano, Los Angeles Times

