

MUCHOS LATIN GRILL

Situation:

Matrices Catering Company (MCC), a franchisee in Jeddah, Saudi Arabia, wanted to start a casual-themed restaurant specializing in Latino cuisine in order to distinguish themselves from the rest of the market in Jeddah.



Their Need:

MCC looked to Chef Services Group to research and develop a full Latino-themed menu and recipes, in addition to staff training and assistance with design direction

Primary Services Provided:

- Full menu development, including dessert, non-alcoholic beverages, keeping in consideration the religious dietary restrictions
- Provide all recipes as well as scalable production recipes converted to the metric system
- Complete FF&E selection
- Raw material sourcing and specification
- On-site staff training in Jeddah
- Full menu food-styling and photography

Results:

Muchos Latin Grill is scheduled to open during the summer of 2008 in two locations in Jeddah. They are speaking with people looking to franchise the operation, and are looking forward to their success. CSG is engaged in an on-going supportive relationship with Muchos and looks forward to working with them more in the future.



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