

# MACHETES

14.99



elongated corn-tortilla  
quesadilla stuffed with melted  
cheese

# Pambazos

12.99



bread dipped in a red guajillo  
pepper sauce. It is traditionally  
filled with papas con chorizo

# Gorditas

5.50



made with corn masa. It is similar to  
the Colombian and Venezuelan  
arepa. Gordita means "chubby" in  
Spanish

# Tortas

13.99



Milanesa de Pollo  
Bredded Chicken  
\*Only Available in a torta\*

## Build Your Own

### Protein Choices

**Asada**  
Steak

**Grilled Chicken**  
Pollo Asada

**Carnitas**  
Shredded Pork

**Birria**  
Shredded Beef

**Disclaimer**  
\*All items on this  
Menu are made to  
order, we appreciate  
your patience. when  
your order is up we  
will call you to build  
it.

**Pastor**  
Pork marinated in  
Guajillo chilies and  
pineapple juice

**Ground Beef**  
Picadillo

**Chicharron**  
En Salsa Verde  
Chicharron in Enchilada Verde  
like sauce



## Antojitos

Carne Asada Fries \$10.99  
Birria Fries \$11.99  
Birria Ramen \$11.99



# Huaraches

11.99

flattened oval of corn masa shaped to  
resemble the sole of a Huarache  
(Mexican sandal). Similar to a sope

# Build Your Own

**Nachos**

10.99



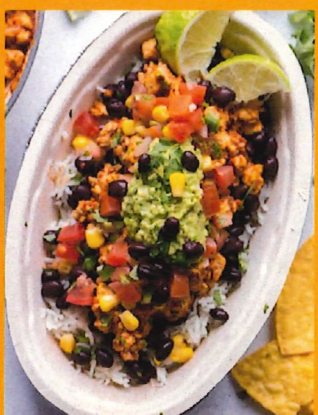
**Quesadillas**

10.50



**Bowls**

10.50



**Burritos**

10.75



**Tacos**

3.47 each



## Veggie Topping Choices

Opcion De Vegetales

**Salsa Verde**

Mild

**Salsa Roja**

Hot

**Corn Elote**

**Nopales**

Cactus Nopales

**Lettuce** Lechuga

**Pickled Jalapeños**  
Jalapeños la costeña

**Cilantro**

**Onion** Cebolla

**Pico De Gallo**

**Sherred Cheese** Queso rallado

**Queso Fresco**

**Sour Crema** Crema

# Kids Menu

Cheese Quesadilla...\$4.99  
Papas a la Francesa...\$7.99  
Build your Own Taco...\$2.99



Chips & Guacamole...\$5.99  
Chips & Queso...\$5.99  
Chips & Salsa...\$4.20  
Pico De Gallo...\$0.99  
Fries...\$2.99  
Rice...\$2.99  
Beans...\$2.99

# Sides



# Botanas

Chicharron en Bolsa...\$3.75



# Dessert

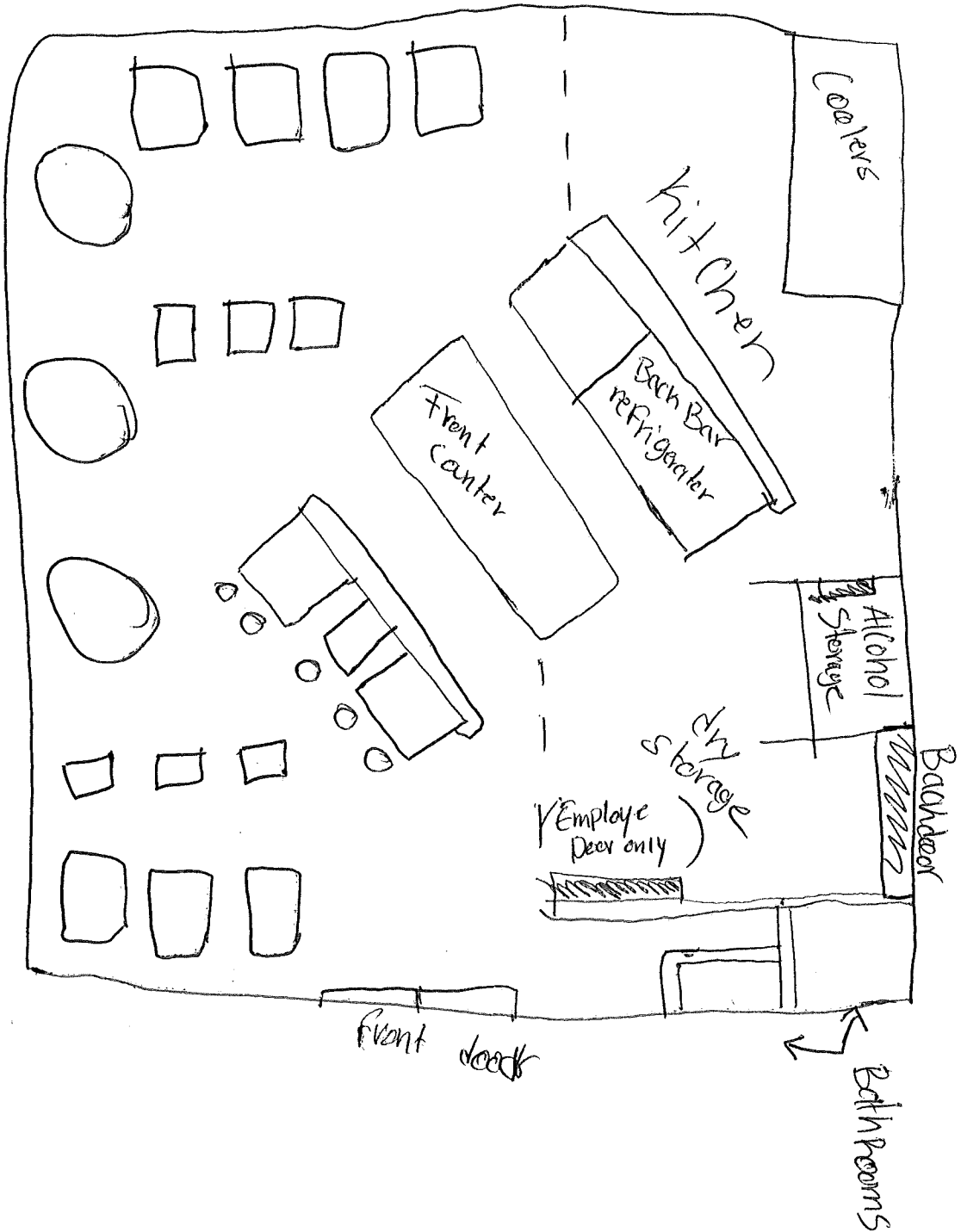
Churros...\$6.99  
Churros de Cajeta...\$7.99



# Aguas Frescas

Jamaica  
Horchata  
Tamarindo  
24oz \$3.99 32oz \$5.99





# Business plan

El Torito Cantina provides a complete menu available at all times of the day, including bakery items that can be ordered either in the drive-through or inside the lobby to take home and share with loved ones. Our experience in the restaurant industry has shown us that there is a need for a business like ours, which opens early and closes late.

Time is money, The target market is for construction workers. retail workers, hotel guests, people who only have a quick lunch break, and families looking to relax and dine in. Our Menu will offer single items like Tacos starting at \$1.99 and different family combos from \$20-\$40 making this competitive pricing from our nearby breakfast and food establishments.

The Restaurant industry is competitive and there are a lot of options for consumers to choose from. We have realized the demand for authentic Mexican breakfast and bakery goods and we believe that there is a place for authentic Mexican cuisine in the east town of Madison.

Our goal is to serve the best quality food, quickly with friendly staff.

El Torito Cantina will join the restaurant industry which continues to grow. According to the national restaurant association, the food service industry is forecasted to reach 997B in sales in 2023. We noticed that on the east side of Madison, the only places to get breakfast early through a drive-true window are McDonald's, Chick fil a, and Taco Bell leaving room for authentic Mexican cuisine and bakery goods.

El Torito Cantina will serve those who are up early but didn't have time for breakfast. We noticed that construction laborers work in groups and often look for a quick breakfast or lunch spot our intended market is for those who have a quick lunch break to make best use of the drive-true and families or friends looking for a place to enjoy good food and relax. Our Breakfast Burritos are what we believe will be a hit.

Eggs and Chorizo burrito \$9

Made with authentic Mexican-style chorizo sausage, eggs, cheese, breakfast potatoes, guacamole, and sour cream

Torta (sandwich) \$12

Eggs, Hot dog sausage, beans, tomatoes, lettuce, onion, pickled jalapeño

Breakfast tacos \$10

Choose corn or flour tortilla

Filled with beans and scrambled eggs. Queso fresco, Pico de Gallo,

Muffins \$2.99

Coffee or drink \$1.99-5.99

Agua frescas M 3.99 L5.99

We plan to spread the word about the new location in the community and run ads on Google and social media like Facebook and Instagram. we plan to print menus and mail them to the nearby neighborhoods with promos and discounts to attract new customers. Having the drive-true is

convenient taking advantage of the popular retail stores nearby like Home Depot, Best Buy, and East Town Mall. We noticed that consumers are often shopping or running errands when stopping for something to eat. Some of our food items will stay warm in a steal table making the saving of the food faster to have shorter wait times in the drive-true.

Currently, I am working with my family. It is four of us in the team. Felipe Francisco is the Kitchen manager and head chef and has worked in restaurants for 18 years. Patricia Doroteo is Front of the house Manager having 9 years of experience. Erik Francisco Supervisor 7 years of experience. Giovani Francisco marketing and team leader with 5 years of experience. Our hours of operation are from 6 am-12 am. Our prep staff will come in at 5 am to get things ready to open at 6 am. There will be 3 cooks in the kitchen. One will be in the hot station. Where the food is ready to serve. The second cook will finish the item by adding the topping. The third cook will be making sure all food products are fresh and good to serve. From the house, we will have one person bagging food and taking care of the drive-true orders. A second staff will be in charge of the lobby orders and making sure the lobby is clean for customers. Our staff needed to operate the business is Five people on the clock.

Based on our prior experience, we anticipate generating \$70,000 in monthly sales. Our payroll and food supplies will be our two main expenses. We are thrilled to embark on a new project. With both of our locations fully staffed and operating on autopilot, my family and I are eager to expand to a new site. Our fast Mexican breakfast, bakery, and cuisine concept is sure to be a success. We will open early to serve early risers and stay open late for those who like to burn the midnight oil. Our team is solid and has worked together on previous projects, which has given us the experience to work cohesively and build a hardworking, positive work environment. Our objective is to create a new spot that offers quick, authentic Mexican food and friendly service.