

Menu Items

Starters

- Nachos
- Chips and salsa/ guacamole
- Taquitos
- Mole wings
- Mexican Street corn w/ chips
- Ceviche

Entrees

- Tacos*
 - Torta Moroleón*
 - Guajillo braised pork torta*
 - Enchiladas*
 - Tacos dorados*
 - Burrito*
 - Burrito bowl*
 - Mole
 - Sopas
 - Que me ves/ alambre
 - Quesabirria*
 - Quesadillas
 - Fried quesadillas
 - Tamales
-
- Proteins
 - Steak
 - Chorizo
 - Campechano
 - Tripa
 - Lengua
 - Pastor
 - Guajillo braised pork
 - Carnitas
 - Chile relleno (v)
 - Soy chorizo (vg)
 - Guallijo braised cauliflower (vg)

- Jackfruit tacos (vg)

Lunch/ brunch

- Cinnamon churro French toast
- Cajeta pancakes
- Chilaquiles
- Huevos divorciados
- Pozole
- Fideo soup

Desserts

- Chocoflan
- Fresaflan
- Churros
- Pay de queso
- Arroz con leche
- Fesas con crema
- Pastel glace
- Mexican wedding cookies

v- vegetarian

vg- vegan

*- also lunch/ brunch

BEER ON TAP

(Mostly local on tap)

- New Glarus Spotted Cow
- 3 Sheep
- Delta
- Broken Bat
- Surly (Not Local)
- Left Hand Brewery (Not Local)
- Wisconsin Brewing Company

IMPORTED BEER (bottled)

- Corona (Pale Mexican Lager)
- Modelo (pilsner style lager)
- Victoria (Pilsner-Vienna type beer)
- Dos XX (?) (golden pilsner-style beer)
- Pacifico (pilsner style lager)
- Bohemia (Robust style beer)

OTHER BEER (bottled)

- Budweiser
- Heineken
- PBR
- Blue Moon
- Miller Light

NON-ALCOHOLIC BEERS

- Corona NA
- Brooklyn Brewery (Hoppy amber NA)
- Athletic Brewing company (Run wild IPA NA)
- Heineken NA 0.0

Cocktails

Margaritas

(Not all available at once some

Will be available only as specials)

- Jamaica/Hibiscus
- Jalapeno
- Coconut
- House
- Strawberry
- Spicy Mango
- Watermelon

Mojitos

- Classic
- Strawberry
- Hibiscus/Jamaica

Aguas Locas/Crazy waters

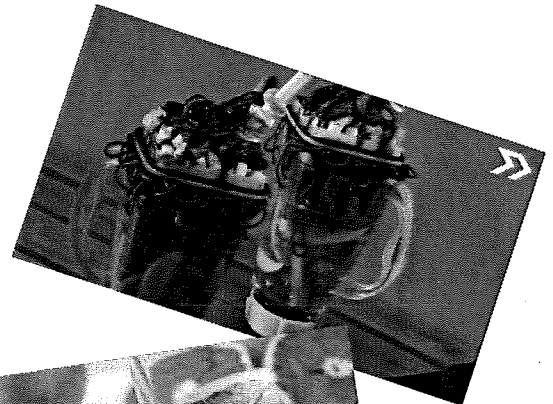
(More affordable drinks flavors will be rotating every week or month

All flavored waters will be available without alcohol)

- Horchata
- Jamaica
- Strawberry horchata
- Watermelon
- Pineapple
- Lime/cucumber

Other cocktails

- Micheladas (eventually licuachelas)
- Bloody marys
- "Lucky Badger" (Dirty Shirley)
- Palomas
- Cantaritos
- Mimosas



Hard Liquor

Tequila

- Casa Amigos
- Clase Azul
- Herradura
- Patron
- Don Julio
- 1800
- Milagro (Rail)
- 818 Tequila (?)

Vodka

- Tito's (Rail)
- Smirnoff
- Grey goose
- Absolut
- Ciroc

Whisky

- Jameson
- Canadian Club
- Johnnie Walker
- Makers mark
- Glenfiddich 12 year old

Bourbon

- Jim Bean
- Makers Mark Bourbon
- Bulleit Bourbon

Rum

- Captain Morgan
- Bacardi
- Brinley Gold Shipwreck coconut rum

Gin

- Bombay Sapphire

- **Hendricks Gin**
- **The botanist**
- **Tanqueray**

Brandy

- **Korbel**
- **Remy Martin**
- **Hennessy**

Wines (?)

- **Chardonnay**
- **Merlot**
- **Champagne/Sparkling**
- **Pinot Noir**
- **Cabernet**
- **Moscato (Risata Moscato D'Atsi)**

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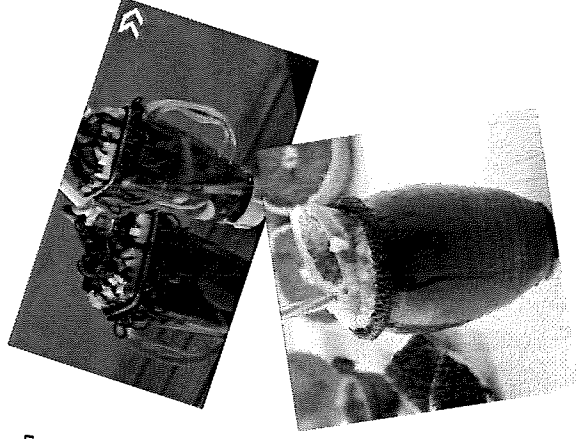
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Camp Cantina

(Cocina Mendoza LLC)

Mission Statement

To serve flavorful and authentic Mexican Cuisine. Maintain & represent our culture and famous gastronomy with typical dishes with a clean and creative approach, producing a unique dining experience to inspire guest loyalty.

Our history

Pursuing the "American dream" our small family migrated to the U.S from Moreleon, Guanajuato, Mexico. After 15+ years of experience working the food service industry, we decided to pursue our biggest dream and goal creating a space where our community could gather to enjoy our diecious family recipes.

Competitive advantage overview

While there are many other Mexican restaurants in Madison; there are none in the Monroe Street vicinity. We will offer great speedy food on game days, but we will also bring a "regular" dining experience. On non-game day speediness is essential.

We will also offer drinks, and dishes that are not offered at any other Mexican restaurant. We will have specials and be presenting new, different, and exquisite meals and drinks on our menu. Everything mentioned above will be enjoyed in a fun, carefree, but elevated environment with great music.

Company Goal

Increasing Revenue by adding new menu items (special menus, charity menus, etc.), hosting monthly special events ex: Loteria Mondays (Mexican bingo), beer bingo, student discount day, etc.). Improving employee productivity by providing incentives/bonuses, and much more). Reducing Labor Costs by creating a counter service concept. Preparation Speed will be key not only on game days, but we also have business guest and students in the area with time limits. Food Quality, consistency, and great customer services are some our main goals. Sanitation and cleanliness is also our top priority.

Competitive Landscape

As one of the only Mexican restaurants in the vicinity it will put us on top of customer's choices when dining out. According to many surveys, Mexican gastronomy is on the top five most popular cuisines in the world, and in many countries, it is top one. Most of the competition around the area is American bar style food, so we will be something different in the area for customers to try.

Target Audience

Our target audience is college students and families. Being that we are across from Camp Randall our food and atmosphere will be a hit with game goers.

Marketing Strategy

In an era of social media our main marketing advertising strategy will be Facebook, Instagram, and snapchat. Our target audience being college students and families, so social media will be a great way to get our name out to our target audience. We will also be advertising on La Movida the local Spanish radio station. We will be canvassing area businesses as well.

Staffing

We will be offering counter service to help with the staffing issue in the country. We are blessed with a huge extended family that will be joining and assisting us in this business venture until we are fully staffed. Our plan for hiring staff will be the following:

- Cooks (always having 2 during day and 2 during night) + Jairo Mendoza will be taking on the Kitchen Manager role and Leonel Mendoza Night cook help. Essentially having 3 kitchen staff during lunch and 3-4 during dinner.
- Bartenders (lunch, dinner, and barback if needed)
- Cashiers (We will be hiring college and high school students (with work permits) for this role)
- Expo: Gabriela Gonzalez will be assisting with Expo and prep

- Runners (number of runners will depend on volume of guest)
- Dishwasher (one for lunch and one for dinner)
- Gabriela Mendoza will be taking on the FOH manager role and will be a floater between all positions. With a focus on customer service.

As a family own restaurant, the whole family plans to be very hands on and involved in our business.

Keep note that at the beginning many of the roles will be covered by our extended family, and as we begin putting our name out and beginning to see rise in sales and volume, we will be hiring many more employees, as staffing needs will change as our business grows.

Permits & Liquor license

We will be applying all necessary permits and liquor license needed to operate our restaurant (all will be paid upfront with cash at hand)

Bookkeeping and payroll

We will be hiring a third-party company for bookkeeping and payroll. At the moment, our top choice is HR Block. This could change as we continue to search the market.

POS System

We are currently in contact with lightspeed (Up Serve) for our point-of-sale system. They will be providing floating iPads for our runner/floater staff to go around if guest would like to order more drinks or if lines get to long. They will also be installing two registers at the order counter. One at the bar + a floater iPad for our bartenders.

Game Day Plan

On Game Day we will be offering the following:

Brunch Game days – Brunch Buffet and drink specials

Dinner Game days- Family/Group meals example below:

Que Me Ves/What you looking at.



Taco boards – Amount and price TBD



Dinner Buffet- Offer Mexican dishes in a buffet style.



And of course, always drink specials!!!!!!

- Bottomless Mimosas
- \$5 dollar house margaritas
- Pitchers of aguas locas
- \$3 Lucky Badger (Dirty Shirley)

Price for margarita and lucky badger are examples only at the moment.