

LA COCINA



**2012
ANNUAL
REPORT**



**imagine a
supportive,
diverse, inclusive
(and delicious)
community**

AN INTRODUCTION

FROM LA COCINA

There is nothing easy about launching a food business. Even for the most accomplished restaurateurs and product specialists, the capital costs can be overwhelming, the permitting can be daunting and the chances of success are slim. **Yet, for nearly ever, new immigrants and low-income entrepreneurs have invested their time, families and talents into the business of selling the foods they know and love.** These businesses are both a lifestyle and a way of sharing, and when those entrepreneurs are given a chance at success they build community, raise families and create economic opportunity in abundance.

Over the last seven years, La Cocina, along with its donors and supporters, has advanced the belief that **when given access to the resources they need, low income and immigrant entrepreneurs can find a way to overcome the barriers to entry and make a living doing something that they love to do.** When those businesses are successful, they build community, create jobs, grow our economy and make our country a more delicious place to live.

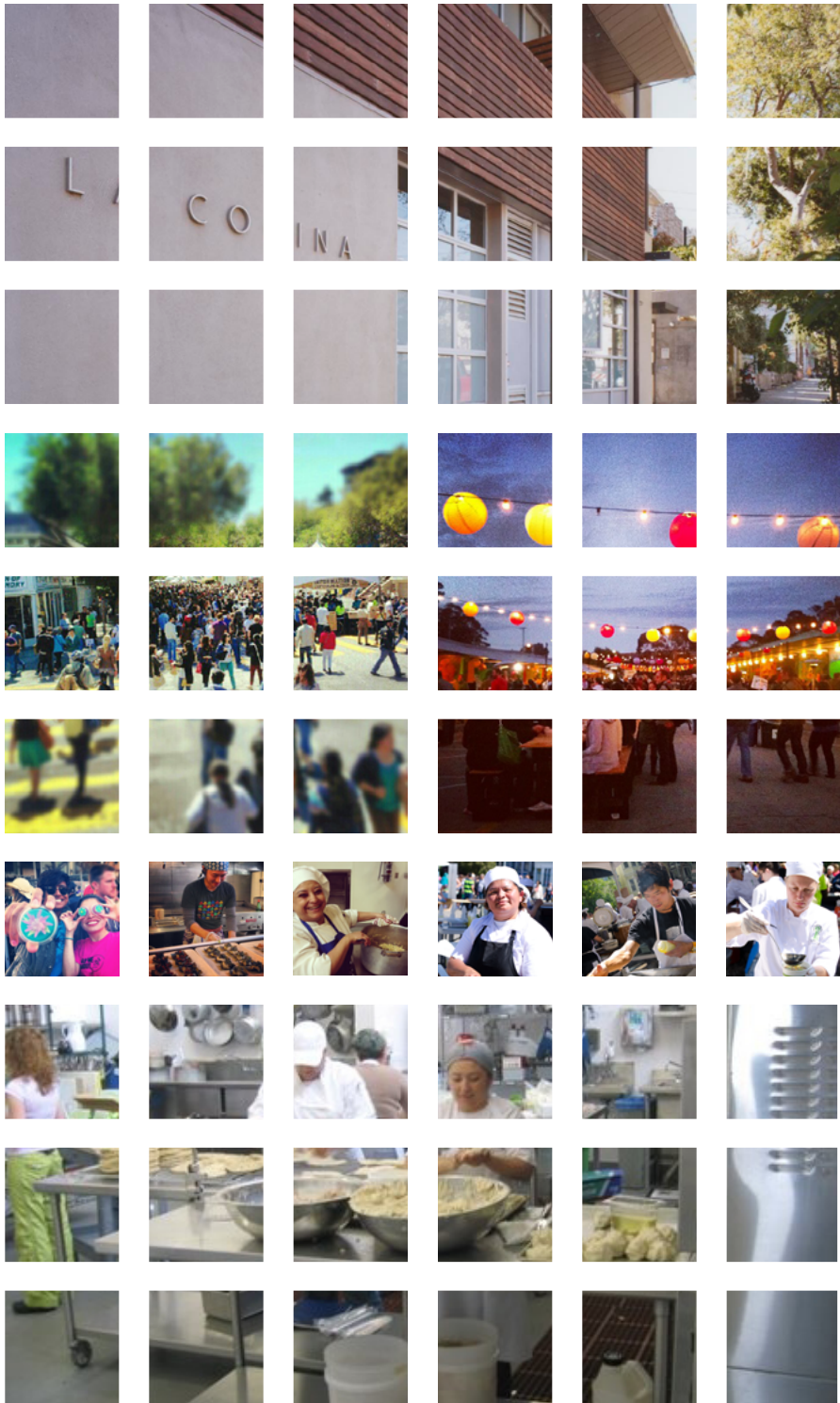
And they have! You can see the proof in the pudding (or flan) at a restaurant in Marin, a cake shop in SOMA or a food stand at a farmers market; you can also see it the minute you step into La Cocina. Because we can't fit you all into our wonderful kitchen, we hope that these pages will get you close enough to believe. You may not be able to smell the spices from all across the world, or see the faces of the women as they cost recipes and grow their businesses, but you can, perhaps, get a sense of what that means.

You may not be able to hear the 19 languages spoken in our kitchen, but we hope you can see why such diversity matters and why **it is important to invest resources in creating a more economically just world where every person's hard work can lead to success.**

This annual report is a testament to a staff that believes in economic opportunity for everyone and of entrepreneurs who are willing to take great risks in pursuit of economic self-sufficiency for themselves and their families. And that, we all believe, is something worth tasting.

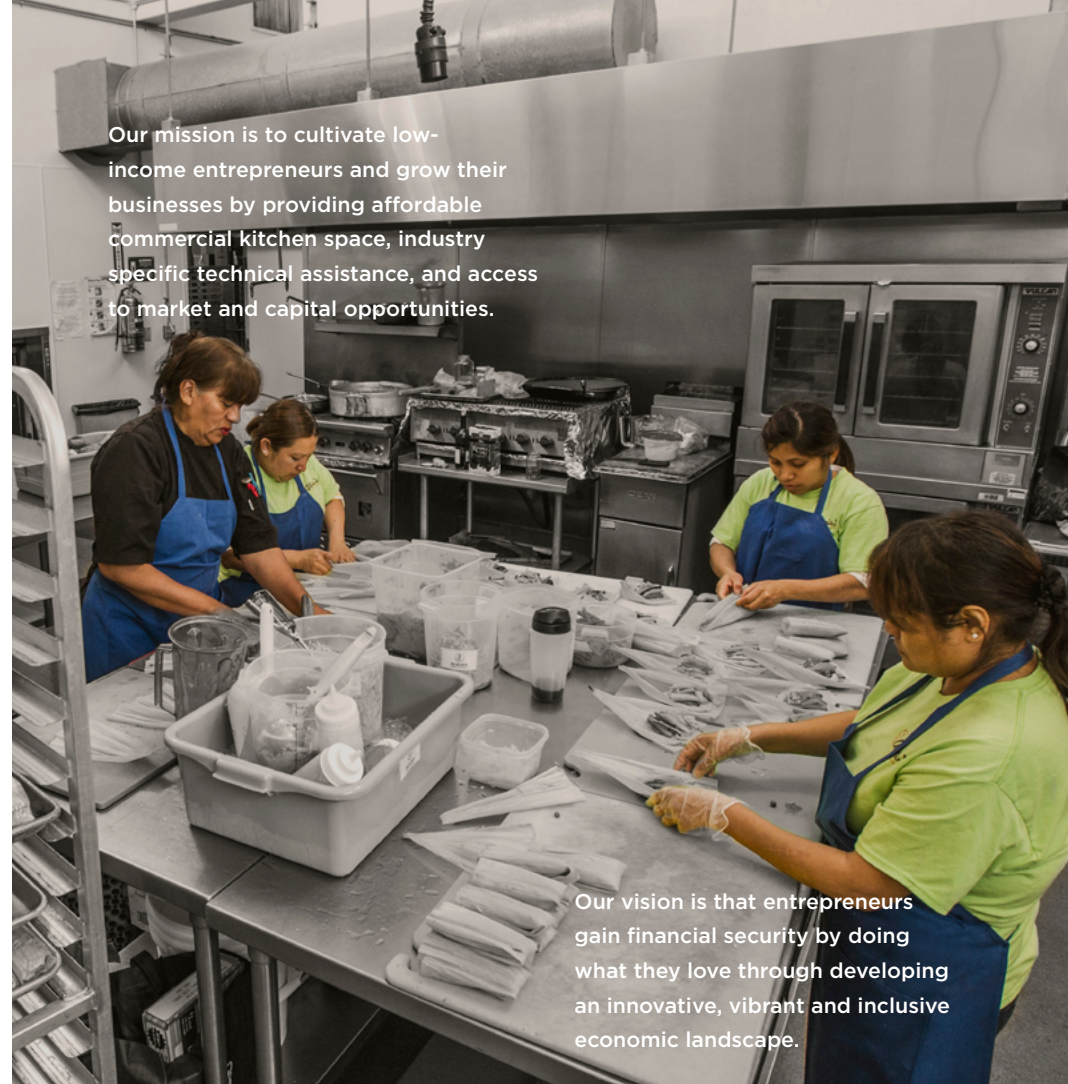
We could not do this work without you. We hope that in reading this report and learning more about this organization and these businesses that we can count on you to invest in our organization through your donations, your advocacy and your time.

And that when you get hungry, you remember how much better it tastes to eat in the kind of world we're trying to create.



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growing the economy and fostering entrepreneurs from the local community



Our mission is to cultivate low-income entrepreneurs and grow their businesses by providing affordable commercial kitchen space, industry specific technical assistance, and access to market and capital opportunities.

Our vision is that entrepreneurs gain financial security by doing what they love through developing an innovative, vibrant and inclusive economic landscape.

In 2012 we supported **39 businesses** that generated **\$3.35M in revenue** and created **110 jobs**.

We subsidized **7,548 hours** of kitchen rental, a **\$155,210 value**, and provided **1,658 hours** of technical assistance, a **\$494,676 value**.

La Cocina created **270 access to market opportunities** for our businesses and connected entrepreneurs to over **\$1M in capital**.

Our participants are mainly women from immigrant communities and communities of color.

- 100%** Low Income
- 97%** Women
- 72%** Immigrants from **12** Countries
- 64%** English as a 2nd (or 3rd or 4th) Language Speakers

Donations and support help us achieve our vision.

culinary entrepreneurs face many barriers

\$750K
average cost to start a restaurant

MONEY

MARKET ACCESS

3 years
average wait time to sell at the ferry market

70%
of food business owners are male

24%
amount male chefs earn more than females

SEXISM

\$35/hr
average cost to rent a commercial kitchen

\$13/hr
la cocina's kitchen

KITCHEN ACCESS

PERMITS

5-8
permits needed for a food business in sf (depending on type)

LANGUAGE

100%
of contracts are in english

la cocina enables entrepreneurs to overcome those barriers



We **bring down costs**, create **high-value sales** and **market opportunities**, **provide top-notch food business consulting** and **training** and **provide access to capital**.

SAVINGS

By subsidizing kitchen rental and relying on industry volunteers to deliver services, we keep costs at a bare minimum.

< \$5,000

average amount la cocina businesses begin with

\$22/hr

savings per hour on kitchen rental

\$25

monthly fee

CAPITAL

We partner with Community Development Financial Institutions that provide loans and look for investors who will be interested in the businesses we incubate.

\$910K

in investor capital

\$285K

loans received by participants

MARKET ACCESS

We connect businesses to sales opportunities at stores, in farmers markets, through pop ups, at events and online. We also create our own sales opportunities to benefit both the businesses and ourselves.

270

access to market opportunities in 2012

TRAINING

Over 140 volunteers (graphic designers, accountants, lawyers, chefs, etc.) work directly with entrepreneurs to develop their businesses at low to no cost.

1,658

hours of technical assistance



APPLICATION & ENROLLMENT

PRE-INCUBATION

INCUBATION

GRADUATION & ALUMNI

BUILD PLAN

We select qualified applicants via active recruiting through partner organizations and among informal vendors. We also host 6 yearly orientations, read applications, interview and taste.

OUR ENTREPRENEURS

We recruit talented people who have moved from all over the world to the Bay Area that have innate business sense, entrepreneurial spirit, high quality products and a viable market.

LOW CAPITAL MARKET TEST

A 6-month period where program participants receive technical assistance to establish the foundations of their business in the areas of Product, Marketing, Finances, and Operations.

OPERATE & SCALE

Program participants whose first 6 months have been successful launch their businesses. They continue to receive technical assistance in all areas and have access to affordable commercial kitchen space to grow their businesses' sales.

ACCESS TO MARKETS

We use our social capital and resources to connect entrepreneurs to opportunities so they can grow sales and build their brands. We also leverage our own brand to create sales channels and events for our businesses.

CONTINUED GROWTH

Program participants reach all established incubation benchmarks and expand their businesses out of La Cocina's kitchen, while remaining part of an alumni community that provides ongoing mentorship and keeps them connected to industry trends and opportunities.

so they can sell at outstanding locations and reach a broad audience

STORES

Andronicos
Bi-Rite Market
Dean & DeLuca
Mollie Stone's
Rainbow Grocery
Village Market
Whole Foods

* La Cocina businesses and graduates sell products in **100+ locations** all over the US. These are just a few.

FARMERS MARKETS

Alemany	Sa & Su
Berkeley Flea	Sa
Civic Center	W & Su
Marin Country Mart	Sa
Mission Community Market	Th
Noe Valley	Sa
Off the Grid	Th & F
San Ramon	Th
SFSU Farmers' Market	Th
SOMA StrEat Food Park	M - F

POP UPS

Azalina @ Jardinière & Wise Sons
Don Bugito @ Mosto
Hella Vegan Eats @ Dear Mom
Maite Catering @ El Rio
Maite Catering @ The Window

ONLINE

Cater2.me
Delicious Karma
Good Eggs
Hungry Globetrotter
Seamless
Zero Cater

EVENTS

Eat Real Festival
Hecho en SF
Outside Lands
Taste at Root Division
Taste of Microfinance



ORGANIC
MEDITERRANEAN FOOD



clairesquares



2012 HIGHLIGHTS

EL HUARACHE LOCO

Veronica Salazar, who started in 2005 by selling Mexico City foods informally in her living room, exponentially grew her business and **opened the first full sit-down brick and mortar restaurant by a La Cocina Graduate in Larkspur**. Veronica now has 22 employees.

LOVE & HUMMUS

Donna Sky placed her line of delicious **organic hummus on the shelves of every Whole Foods Market in the Northern California Region**. She also moved her production from La Cocina's kitchen to a co-packing facility, a vital step toward further distribution and growth.

EJI'S

In November, Eji Atlaw took her vegan cuisine to new heights. She **opened a small Ethiopian Food shop in Bernal Heights at 331 Cortland Street in San Francisco**. She joins fellow La Cocina participant, Anna Tevlova, owner of Anda Piroshki, in the shared-used space.

**investing in la
cocina means
investing in your
community**

CLAIRESQUARES

Claire Keane **launched a new product, Shortbread Squares, which won Silver at the NASFT Food Show**. She also moved her production out of La Cocina to a co-packer and now has bandwidth to keep expanding her distribution.

INTICING CREATIONS

Kelly Zubal, previously featured on TLC's Fabulous Cakes and winner of Brides Magazine Most Beautiful Wedding Cakes of 2011, **opened her very own cake studio and bakery in San Francisco** (it has pink floors!).

ALICIA'S TAMALES LOS MAYAS

Alicia Villanueva took her tamales to the streets **launching sales from her tamale cart at Justin Hermann Plaza and SOMA StrEat Food Park in San Francisco**. Alicia has 3 full-time employees.

DELICIOSO CREPERIE AND DON BUGITO

Gabriella Guerrero, crepe-maker extraordinaire, and Monica Martinez, purveyor of pre-hispanic specialties, **joined Off the Grid Fort Mason and achieved their first regular sales** alongside other La Cocina and local businesses.

PEAS OF MIND

La Cocina graduate Jill Litwin **expanded her product line and gained distribution through Walmart and Super Target around the country and as far as the Caribbean**.

ONIGILLY

Onigiri are sold everywhere in Japan (even 7-11). Koji Kanematsu expanded his business from a cart and catering and **opened San Francisco's first sit-down brick-and-mortar onigiri restaurant in the Financial District**. Koji has 12 employees and already has offers to franchise his model.

JARRED SF BRINE

Owner Emiliana Puyana went up against a record of 1,366 entries and **her Pickled Oven Roasted Golden Beets & Shaved Shallots were chosen as a Top Pickle by the Good Food Awards**.

ENDLESS SUMMER SWEETS

Antoinette Sanchez, graduate of La Cocina, **grew her corporate catering business and brought her funnel cakes and kettle corn to over 100,000 people**. Antoinette continues to search for the perfect place to open a brick-and-mortar sweets shop.

NEOCOCOA

La Cocina graduate Christine Doerr was **named one of the Top Chocolatiers in America by Dessert Professional Magazine**. Her hearts of chocolate truffles are sold in Whole Foods Markets throughout the Bay Area.

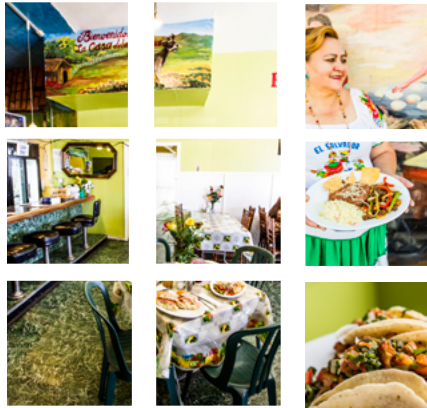
BUSINESSES THAT JOINED LA COCINA

AEDEN FERMENTED FOODS
BAY AREA NATIVE PRIDE
BINI'S KITCHEN
ELEGANZA CATERING
EL PIPILA
LALI'S
MERLIN'S CATERING
SAINT AND OLIVE
TAINO'S PUERTO RICAN

MARIA DEL CARMEN FLORES

ESTRELLITA'S SNACKS

Maria's dream of becoming a star came true when she was approached by Woody Allen to appear in his next film.



At four years old Maria del Carmen began helping her mother sell tostadas and frutas con sal y limon at a bus stop in San Salvador, El Salvador. Married at 17, she raised seven children and always looked for the best opportunities for herself and her family. Like so many Central Americans in the 80s, Maria del Carmen headed North, selling food and eventually opening a restaurant in Oaxaca, and ultimately, arriving in San Francisco's Mission District with no more than \$20 to her name.

Luckily, San Francisco has bus stops too, and people who miss the tastes of home. So Maria del Carmen turned \$20 of plantains into \$300 of tostadas and an American business was born. Maria, who lives across the street from La Cocina, watched the building get built and came by to ask what it was. She was referred to ALAS to write a business plan, applied to La Cocina, and Estrellita's Snacks (little star snacks) became a formal reality. "Thanks to La Cocina, we've grown so much, we're in more stores, in farmers markets, and making a living."

"I feel so proud to be a part of La Cocina," says Maria del Carmen, "It is my family, a future and a home." With regular tostada sales at over 100 stores across the Bay Area, 3 farmer's market days, and an upcoming cameo in a Woody Allen film, Maria's little star continues to shine.

VERONICA SALAZAR

EL HUARACHE LOCO

Brings the DF to SF and now to Larkspur too!



On a cold November morning in 2006, Veronica Salazar rushed around San Francisco in a rented U-Haul with La Cocina staff to find equipment she could use to serve food at her first day of sales at Alemany Market. She was the first of La Cocina's entrepreneurs to launch at a farmers market, and we were learning with her.

Veronica grew up in a restaurant family in Mexico City then moved to San Francisco to find new opportunities for herself and her kids. With limited English proficiency, she found her talents squandered in low-wage work at salad stations in large restaurants. Sensing demand, she began cooking the foods of Mexico City, or the Distrito Federal (DF), from her one-bedroom home in the Tenderloin before starting at La Cocina.

Customers flocked to Alemany for her moles, mixiotes, huaraches and alhambre—the flavors that they couldn't find anywhere else in this city. Alongside La Cocina, Veronica grew her business intelligently, adding new market days, catering, large events like Outside Lands and working with volunteers on everything from large-scale production to brand management and marketing. **"What I learned about business," she explains, "well, I learned everything at La Cocina. And I'm still learning."**

It was that entrepreneurial spirit that attracted an investor, connected by La Cocina, to partner with Veronica and build out a restaurant space where she could open her own restaurant.

ALAS, MEDA, CARECEN



KEY PARTNERS

www.estrellitassnacks.com

2005

YEAR BUSINESS LAUNCHED

\$1,000 PER MONTH

SALES AT LAUNCH

\$7,840 PER MONTH

CURRENT SALES

5

CURRENT # OF EMPLOYEEES

Univision, El Mensajero

MEDIA ATTENTION

ALAS, Opportunity Fund, Marin Country Mart



KEY PARTNERS

www.huaracheloco.com

2005

YEAR BUSINESS LAUNCHED

\$8,600 PER MONTH

SALES AT LAUNCH

\$81,200 PER MONTH

CURRENT SALES

22

CURRENT # OF EMPLOYEEES

NY Times, SF Chronicle, KQED

MEDIA ATTENTION

KELLY ZUBAL

INTICING CREATIONS

Kelly made a USS Decatur battleship cake for Commander Shanti Sethi, the first Indian American commander in the US Navy.



“La Cocina has changed my life. Truly and honestly. It’s a rare gift.” Gifts are rarely given to those who don’t deserve them, and there are few entrepreneurs that work harder than Kelly.

As a high school graduate in Hawaii, Kelly dreamed of an artist’s life, but it wasn’t until she stumbled across a book on cake decorating that she began to see what that dream might look like, and how hard it might be to achieve it. Nine years later, with a business plan from Women’s Initiative in hand, Kelly arrived at La Cocina, ready to bring her baked goods to the wedded world.

With La Cocina, she externed at a successful bakery, refined her product list with food industry experts and began to approach wedding and event planners as she grew her business. **“Without [these] tools from La Cocina I wouldn’t have been able to grow sustainably and I wouldn’t have been able to get my own space,”** she explains. Kelly’s established sales, connections with micro-lenders and three years of sales experience meant that she could access capital and build the dream space that she needed.

Now that she’s in that space, her sales have doubled and the cakes that Martha Stewart, Brides Magazine and Dwayne Wade all know and love are making Kelly the living that she dreamed of so long ago. How’s that for eating it, too?

**Women’s Initiative
for Self Employment,
TMC Working Solutions**



KEY PARTNERS

www.inticingcreations.com

2007

YEAR
BUSINESS
LAUNCHED

\$800
PER MONTH

SALES AT
LAUNCH

\$9,550
PER MONTH

CURRENT
SALES

2

CURRENT # OF
EMPLOYEEES

**TLC, Martha
Stewart,
Brides**

MEDIA
ATTENTION



OUR STAFF

We remember our friend and former Kitchen and Facilities Manager, Matt Skov, who passed away from cancer, 1.21.2013.



Caleb Zigas
Executive Director

Annemarie Brown
Operations Director

Leticia Landa
Programs Director

Geetika Agrawal
Business Development Manager

Marcella Lew
Interim Kitchen and Facilities Manager

Angela McKee
Catering and Retail Manager

Daniella Sawaya
Program Coordinator

Carola Mulero
Marketing and Events Coordinator

PART TIME

Miguel Castro
Janitor

Alfonso Gonzales
Janitor

Erin Robb
Retail Associate

Attesha Shakhar
Retail Associate

Alexandra Noe
Retail Associate

INTERNS

Jackie Ho
Graphic Design

Michelle Fernandez
Social Media

VOLUNTEERS

143 active industry specific volunteers.
600+ general/event volunteers
20,000+ volunteer hours

Our staff backgrounds include 5 countries of origin and we have worked in a total of 23 restaurants and catering companies.

**current as of March 2013*

our own sales opportunities open doors for our entrepreneurs

We create our own sales opportunities for incubator businesses. In the process, we make money to support our mission.

FERRY PLAZA MARKET

Since 2007, every Saturday, rain or shine, La Cocina has operated a booth at "The Best Farmers Market in America" (U.S. News and World Report).

In April 2012, we began renting the space to program participants. This unique opportunity (there's a 3+ year waiting list) allows incubator businesses unparalleled access to the thousands of people who visit the market every weekend.

Sal de Vida, Sweets Collection and Kika's Treats all operated the booth at low cost and new businesses will continue to cycle through the space.

\$18,539
yearly revenue

\$466
average weekly sales per vendor

\$10,550
average monthly revenue

4M
yearly audience

FERRY BUILDING KIOSK

In June 2011 we opened a retail kiosk in the heart of the San Francisco food scene. In 2012, DraftFCB redesigned the space so it would tell the story of La Cocina and our mission.

The kiosk provides:

- A space for us to sell products made by 19 businesses*
- 7 days a week of retail sales
- Publicity for La Cocina's Gift Boxes, Catering and Events
- A demo space for businesses (average 8 businesses demo/week)



"IT'S ALL (FOR THE GREATER) GOOD"

Wall Street Journal
Best Gifts to Give a Gourmand in 2012

GIFT BASKETS

We sell gift boxes stuffed with products made by incubator businesses and ship them around the country. Our online sales provide businesses with significant revenue and national exposure. All profits are reinvested into the program.

\$73,326
annual sales

12
businesses featured in gift boxes

23
states where boxes were shipped

???
hand written notes: fingers too cramped to type

160
lbs of rafia used

CATERING

We assist our participants in booking catering jobs to foster exposure, growth and opportunity. Incubator businesses catered everything from intimate dinner parties to weddings for 200.

\$76,521
total vendor revenue

14
businesses connected

41
facilitated catering jobs

ground breaking events that build community and make money

COOKING CLASSES

@ LA COCINA

8 classes
15 participating entrepreneurs
228 participants

\$11,036
TICKET SALES

NIGHT MARKET

08.16.2012
@ ALEMANY MARKET

22 la cocina participant & chef pairings
1,800 attendees

\$20K
TICKET SALES

\$39K
FOOD SALES

FOOD & ENTREPRENEURSHIP CONFERENCE

08.19-20.2012

@ SoMa ARTS

48 speakers
478 attendees

\$9K
SPONSOR & TICKET REVENUE

MEDIA DINNER

07.31.2012
@ FORT MASON

120 media outlets

GIFT BAZAAR

12.07.2012
@ CROCKER GALLERIA

www.giftbazaarsf.com

30 vendors

\$700
AVG VENDOR SALES

SAN FRANCISCO STREET FOOD FESTIVAL

08.18.2012

@ FOLSOM ST
(FROM 20TH-26TH STREETS)

www.sfstreetfoodfest.com

92 vendors

\$5,288
AVG VENDOR SALES

\$73K
BAR SALES

"La Cocina's San Francisco Street Food Festival helms all of the bay area's best food and music, in one street, once a year... It's a celebration of entrepreneurship and passionate local producers and restaurants, with a hippy vibe thrown in."

-CNN Travel, 2012



SAN FRANCISCO STREET FOOD FESTIVAL

Our signature event, the San Francisco Street Food Festival is a celebration of the taste, heart and commitment of our program participants, as well as other small food businesses that represent the vibrant food culture of San Francisco.

SFSFF VENDOR PROFILE

BUSINESS OWNER GENDERS



54
Female Owners



48
Male Owners

TYPES OF CUISINE

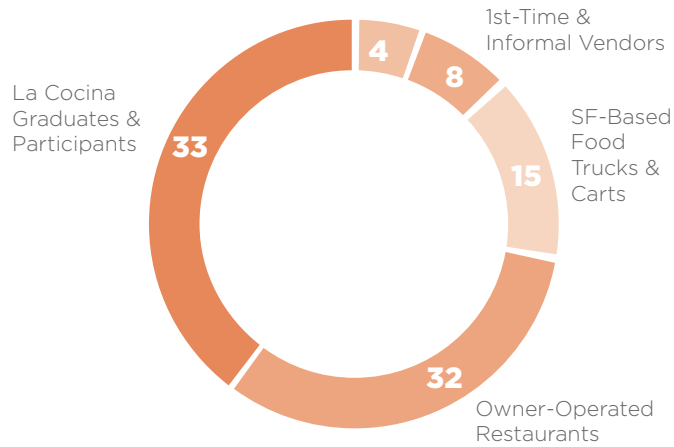
26%
Latin American

21%
Asian

4%
African

9%
Dessert & Coffee

Non-Profit Partner Vendors



SFSFF ATTENDEE PROFILE



More than 80,000 individuals from all over the Bay Area, of all ages, and with a wide range of backgrounds attended our free event.

MEDIA IMPRESSIONS

5.3M
local & national print media impressions

2.5M
television impressions

3.7M
cloud impressions

30K
social media impressions

SAVE THE DATE 2013

EVENTS

- 5.14.13** Mother's Day Gala (New Event!)
- 8.16.13** Night Market
- 8.17.13** Street Food Festival
- 8.18-19.13** Food & Entrepreneurship Conference
- 12.6.13** Gift Bazaar

COOKING CLASSES

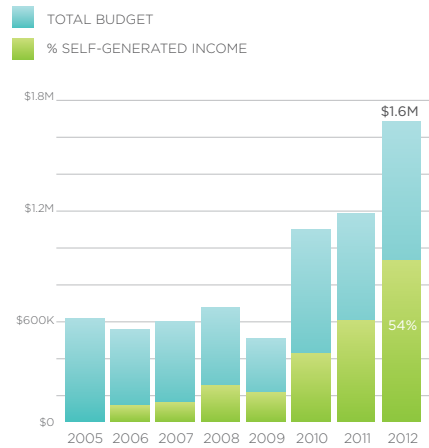
- 2.13.13** Valentine's Day Sweets
- 3.20.13** Backpacking through South Asia
- 4.17.13** Soul Food Soiree
- 5.29.13** May Masa Madness
- 6.19.13** Singles Cocktail Class
- 7.10.13** Brine and Dine
- 9.18.13** Holy Mole
- 10.30.13** Buggin Out
- 12.11.13** La Tamalda



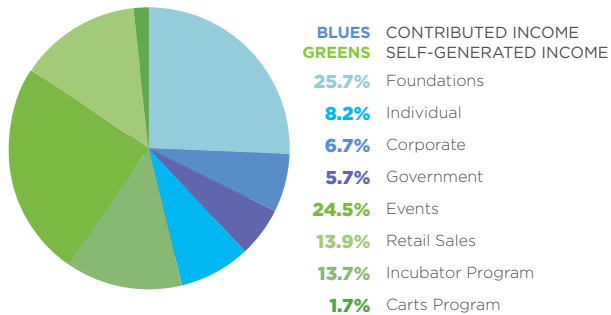
OUR FINANCES 2012

La Cocina has a unique financial model. We are a 501(c)3 nonprofit but we focus on creating self-generated income to support our growing organization.

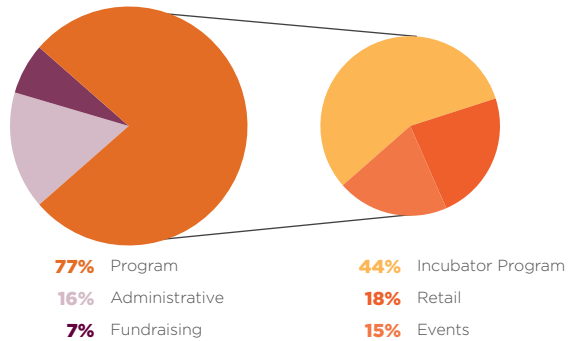
TOTAL BUDGET TO SELF-GENERATED INCOME (2005 - 2012)



2012 REVENUE BREAKDOWN



2012 EXPENSES BREAKDOWN



\$0.77 of every dollar spent goes to programming

STATEMENT OF POSITION

	2011-2012	2010-2011
ASSETS		
Cash	\$638,350	\$450,467
Receivable and Other Assets	\$136,738	\$90,513
Fixed Assets	\$656,837	\$607,252
Restricted Cash	\$185,113	\$152,122
TOTAL ASSETS	\$1,617,038	\$1,300,354
LIABILITIES AND NET ASSETS		
Current Liabilities	\$130,840	\$62,997
Net Assets	\$1,486,198	\$1,235,357
TOTAL LIABILITIES AND NET ASSETS	\$1,617,038	\$1,300,354
CONDENSED STATEMENT OF ACTIVITIES		
REVENUES		
Program Income	\$251,419	\$176,912
Retail Income	\$229,457	\$93,947
Event Income	\$399,984	\$294,618
Contributed Income	\$755,145	\$579,287
TOTAL UNRESTRICTED REVENUES	\$1,636,005	\$1,144,765
EXPENSES		
Program Expenses	\$529,119	\$323,472
Retail Expenses	\$250,685	\$151,707
Event Expenses	\$308,449	\$204,384
Fundraising Expenses	\$21,621	\$39,705
Non-program Expenses	\$275,290	\$241,595
TOTAL EXPENSES	\$1,385,164	\$906,863
INCREASE IN UNRESTRICTED NET ASSETS	\$250,840	\$183,902

investing resources in creating a more economically just world

BOARD OF DIRECTORS

Monica Morse (Chair)

Head of Social SMB, Google

Krystin Rubin (Vice Chair)

Co-Owner, Mission Pie

Michelle Branch (Secretary)

Attorney at Law

Alec Hughes (Treasurer)

Senior VP, Wells Fargo

Kristen Borsetti

Principal, Borsetti Consulting

Patti Chang

CEO,
Feed the Hunger Foundation

Malea Chavez

Director of Special Projects,
Mission Economic
Development Agency

Traci Des Jardins

Chef & Restaurateur, Jardinière

Joel Lacayo

Mortgage Banker,
Chase Bank

Tannis Reinhertz

Culinary Arts & Hospitality
Department Chair,
City College of San Francisco

Jaclyn Shull-Gonzalez

Immigration Attorney,
Dolores Street
Community Services

INSTITUTIONAL DONORS

Over \$50K

Levi Strauss Foundation
San Francisco's Mayor's Office of Economic &
Workforce Development
The Tides Foundation Economic Justice Fund
The Zellerbach Family Foundation

\$25K - \$50K

Chevron Foundation
May & Stanley Smith Charitable Trust
The San Francisco Foundation
The Thomson Family Foundation
The Walter & Elise Haas Sr. Fund
Wells Fargo Foundation
The Y&H Soda Foundation

\$10K - \$25K

Bank of America Foundation
FHL Bank San Francisco
Global Social Venture Fund
The Junior League of San Francisco
The Mitchell Kapor Foundation
Union Bank Foundation
The Tin Man Fund
Winrock/Wallace Center (HUFED Funding)

\$5K - \$10K

The Asiff Hirji and Sarah Wiggleworth
Family Foundation
Hyatt Community Programs
Moonwalk Fund
Richard and Rhoda Goldman Fund

\$1K - \$5K

Isabel Allende Foundation

**current as of March 2013*



**your resources
create a
supportive,
diverse,
(and delicious)
community**

DONATE

We need your resources to create a more economically just world where every person's hard work can lead to success. It tastes better to eat in the kind of world we're trying to create. Join us.

100%
of donations
to incubator
program

La Cocina's self-generated revenue covers administrative costs allowing 100% of donations to support the incubator program.

GIVE ONLINE

www.lacocinasf.org/donations

**SEND A CHECK
PAYABLE TO LA COCINA
2948 Folsom St.
San Francisco, CA. 94110**

**we nurture
sustainable
business growth**



SUPPORT INCUBATOR BUSINESSES

Their food, quite simply, tastes amazing. Buy their products and spread the word about who they are and how their businesses have grown. Visit us in the Ferry Building or online so that your purchases support both the businesses and La Cocina's mission at the same time. Learn more about each business and their products at www.lacocinasf.org/directory

VOLUNTEER YOUR TIME & SERVICES

There are plenty of opportunities to give your time and expertise at events or through technical assistance and mentorships. To get started visit www.lacocinasf.org/volunteer

COME COOK WITH US

We host cooking classes throughout the year. For more information and to buy tickets www.lacocinasf.org/events

CATER YOUR NEXT EVENT

Let us connect you to incubator businesses that cater. Learn more at www.lacocinasf.org/catering

PHOTO CREDITS

DOUGLAS GAYETON	30
JASON ROSE	4 (bottom)
ERIC MILLETTE PHOTOGRAPHY	2, 7, 10, 11, 16, 17, 18, 19 (top), 21 (right), 22, 30
INSTAGRAM (#SFSFF)	
levis	4
streetfoods	4
rswsf	4
rustymusty	25
LA COCINA VOLUNTEERS	cover, 14, 14, 15, 19, 21, 23, 29

GRAPHIC DESIGN

JACKIE HO
www.hellojackdesign.com

