



2014

ANNUAL

REPORT

L^{ra} COCINA



La COCINA

MISSION

To cultivate low income entrepreneurs as they formalize and grow their businesses by providing affordable kitchen space, industry-specific technical assistance, and access to market opportunities.

We focus primarily on women from communities of color and immigrant communities.

VISION

That entrepreneurs gain financial security by doing what they love to do, creating an innovative, vibrant, and inclusive economic landscape.

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The idea of La Cocina bubbled out of the informal economy that thrived amidst a dot com crash, grew in resistance to the first waves of Mission gentrification* and weathered the Great Recession all the way into this new era of the Shared Economy (or the 1099 economy, depending on your point of view). Yet here we stand, deep in aluminum sheet trays and tin cookie cutters, believing that everyone deserves an opportunity to make a living doing something that they love to do.

In the ten years that we have been doing this work, of course, much has changed. The streets of the Mission that birthed this organization look and feel more and more different everyday. The organizations that invested in the launch of our small idea have grown and, in some cases, closed. Whereas 10 years ago it was difficult to find regional Mexican cooking in the Bay Area, La Cocina, alone, has graduated 4 such concepts in the last three years.

But there are also too many things that have not changed. Opportunity remains unfairly weighted to those with capital, both social and financial. Barriers to entry in the general marketplace, but particularly in the food industry, still challenge the idea of a free market. Income inequality, access to opportunity and the disparate outcomes of those opportunities all continue to pull on our collective conscience (or at the very least should).

For the last 10 years, at least in some small, but significant ways, the work and the women of La Cocina have definitively shown that this need not be the case. When individuals, groups and cities invest in organizations that advocate for equal opportunity, the outcome can be profitable businesses with healthy employment and asset generation within communities. It can mean regional Mexican food, or a renewed sense of what's possible.

Every day at La Cocina, someone, in some way, makes their dream come true. And, for all of us, those accumulated dreams create a world of inclusivity and opportunity that otherwise simply would not exist. It is the dreamers that motivate all of us, but it is all of us - the consumers, the supporters and the fans - that make that world work. In supporting these businesses, in believing that these are dreams worth dreaming, we participate in the act of reinventing what is possible. Not just for one person or for one group, but for all of us.

So thank you. For creating this. For standing with us not for one year but for ten years. For looking with us into the future and continuing to find ways to make it better for us all.

- LA COCINA

* *San Francisco's Mission District: Eclectic, Eccentric and Electric*, New York Times, November 20th, 2005

“The work of La Cocina could not be worthier or more righteous. Nor could the cause have a better champion than Executive Director Caleb Zigas, who has all the necessary hustle, tenacity and finesse to turn ambivalent bystanders into stalwart supporters. With him at the helm, I’m sure that many people will feel as we do: we would do anything, over and over again, for this organization.”



TYLA FOWLER +
GABRIELLE HAMILTON
PRUNE RESTAURANT NYC

“For a long time, it was only a dream that Latinas could someday have access to a commercial kitchen and services to realize their culinary skills in a business venture. At La Cocina, it is now a dream come true for many Latinas, who have brought their extraordinary food products to an adoring and expanding market.”



MECHE SANSCORES
EXECUTIVE DIRECTOR,
PROSPERA

“From an idea written on a pad of paper to a successful graduate who is baking my daughter’s wedding cake, I’ve proudly observed La Cocina’s success through the devotion and dedication of many people, employees and volunteers. A success that no doubt is inspiring others and will continue for many years to come.”



MARIETTA NÚÑEZ
VICE PRESIDENT AT
FEDERAL HOME LOAN BANK
OF SAN FRANCISCO

“I congratulate La Cocina on ten outstanding years of helping our women and minority-owned small business owners succeed in our City. Programs like La Cocina help our residents share in the prosperity of our great City and help to keep San Francisco unique and diverse.”



ED LEE
MAYOR OF SAN FRANCISCO

“La Cocina is one of my Foundation’s favorite programs because it empowers women with the tools they need to realize their dreams. Most clients of La Cocina develop their own business and become independent in a short time. La Cocina is a treasure in our community, an innovative, supportive, and magical place. Congratulations on 10 years of delicious success.”



ISABEL ALLENDE
AUTHOR AND LA COCINA
SUPPORTER

It’s incredible to see La Cocina’s clients thrive after receiving a little nurturing and support. Many of the women who I met ten years ago are now in business for themselves and San Francisco is a richer (and tastier) city because of it. So many immigrants arrive with the culinary skills but lack the means to start businesses doing what they love. La Cocina helps enable these women to support themselves and their families in businesses of their own.”



CRAIG STOLL
CHEF AND OWNER, DELFINA
RESTAURANT

A DECADE OF LA COCINA

2005



The Women's Foundation of California launches La Cocina.

The doors open in May.

First clients enter La Cocina's program including Peas of Mind and Sabores del Sur.

Caleb Zigas joins La Cocina as a volunteer.

2006



La Cocina recognized as a nonprofit 501(c)3 organization

2007



La Cocina starts hosting cooking classes on-site to promote the businesses in the program.

We believed that the road to a woman's self-sufficiency was a business of their own, especially if the woman is an immigrant woman who may not have other resources available. Beyond that, anything is possible.



SONIA MELARA
COFOUNDER OF LA
COCINA, FIELD DIRECTOR
AT SAN FRANCISCO STATE
UNIVERSITY'S SCHOOL OF
SOCIAL WORK

2008

Peas of Mind and Southern Slant become the first businesses to graduate from La Cocina.

La Cocina begins its nationwide gift box program featuring packaged food products from La Cocina entrepreneurs.

2009

La Cocina launches a booth at the Ferry Building Saturday Farmers' Market featuring a rotating roster of La Cocina clients.

La Cocina hosts the 1st Street Food Festival on just one block with 10,000 attendees.

La Cocina hosts the 1st Holiday Gift Bazaar featuring La Cocina clients.

2010

La Cocina awarded cart space at Justin Herman Plaza.

La Cocina hosts the 1st National Food & Entrepreneurship Conference.

Inspired by the Street Food Festival, Off the Grid launches a weekly market featuring food trucks and food stalls.

Caleb Zigas and Leticia Landa awarded the Hitachi Foundation's Yoshiyama Award for \$25,000. All funds donated to La Cocina.

2011

La Cocina opens a permanent kiosk space at the Ferry Building with 3 million visitors annually.

La Cocina launches 1st recurring food truck at Dolores Park.

Traci Des Jardins wins \$30,000 for La Cocina on *Top Chef Masters*.

40,000 people attended the San Francisco Street Food Festival spanning 4 blocks of Folsom Street.

2012

La Cocina featured on Anthony Bourdain's *The Layover*.

El Huarache Loco graduates from La Cocina, the first entrepreneur from La Cocina's program to open a restaurant.

By the end of 2012, 3 more entrepreneurs graduated into brick-and-mortar locations (Anda Piroshki, Onigilly, Inticing Creations).

The Wall Street Journal highlights La Cocina's gift boxes in their gift-giving guide.

2013

La Cocina hosts 1st Annual Gala.

NPR covers La Cocina clients.

Food & Wine magazine names La Cocina's gift boxes one of "Top 10 Gifts for a Cause."

Andrew Zimmern features La Cocina client Don Bugito and La Cocina's kiosk on The Travel Channel's *Bizarre Foods*.

Onigilly opens a 2nd location at Embarcadero Center.

2014

Three of La Cocina's clients open brick-and-mortar locations in the East Bay: Los Cilantros, Sabores del Sur, and Zella's Soulful Kitchen.

La Cocina receives highest individual donation of all time at \$25,000.

La Cocina hosts the last San Francisco Street Food Festival on Folsom Street with 50,000 people and 80 vendors.

Anda Piroshki opens a second location at Second Act in the Haight.

2015

Clairesquares partners with Haagen Dazs to create a Claairesquares ice cream flavor sold nationally.

La Cocina celebrates 10th Anniversary of cultivating food entrepreneurs.

La Cocina moves the San Francisco Street Food Festival to Pier 70 and makes it a two-day event (August 15 -16).

Love & Hummus opens a hummus factory in San Francisco.

The San Francisco Chronicle names La Cocina "the most important food organization in San Francisco".

OUR 2014-2015 PARTICIPANTS

Working with primarily women from immigrant or minority communities, La Cocina challenges the barriers of the food industry - and the socio-economic norms.

MULTILINGUAL

13 languages

5 monolingual Spanish speakers



English, Spanish, Nepali, Amrhaic, Wolof, French, Arabic, Gujarati, Hindi, Khmer, Russian, Nigerian, Japanese

INCLUSIVE

36 business owners

32 female owners
4 male owners



FAMILIES

24 parents

22 mothers (3 grandmothers, too!)
2 fathers



DIVERSE

19 immigrants

9 countries of origin
32 persons of color
3 Lesbian, Gay, Bisexual, Transgender



Mexico, Colombia, Senegal, Nepal, India, Japan, Ethiopia, Nigeria, El Salvador

DIONNE KNOX

“I’ll never forget the first time I cooked for my grandmother,” says Dionne Knox, chef and owner of Zella’s Soulful Kitchen.

“I tried to surprise her with a cake and not knowing any better, I used granulated sugar instead of confectioner’s sugar for the icing. The result was a sand-like, crunchy texture, and it was basically inedible. Still, my grandmother, the kind spirit she was, ate an entire slice and praised my accidental substitution for its creativity. I learned my lesson that day and 40 years of smooth icing later, I’d love for her to see me now.”

Dionne’s grandmother Zella grew her own vegetables, raised chickens, made her own jam and even churned butter. In 2007, Dionne brought this philosophy to life when she catered her friend’s wedding and quickly decided to make her love of cooking into her job. Dionne’s company, Zella’s Soulful Kitchen is a tribute to her grandmother who taught her the value of a great meal.

After moving from her home kitchen to La Cocina, and years of growing her business by catering and providing food for the hot bars at Whole Foods Markets across the Bay Area, Dionne opened a marketplace cafe and deli counter at Mandela Foods Cooperative in West Oakland, and continues to cater. A resident of Oakland herself, Dionne is thrilled to offer high quality soul food in an area long-recognized as a food desert and to serve up healthy, impeccably handcrafted Southern comfort food.

WWW.ZELLASSOULFULKITCHEN.COM



2007
YEAR JOINED

6
NO. OF EMPLOYEES

\$500
FIRST INFORMAL CATERING
JOB

\$13,700
CURRENT MONTHLY SALES

**1430 7TH ST.
OAKLAND CA, 94607**
LOCATION

BERKELEYSIDE NOSH,
SF GATE,
EDIBLE EAST
BAY, SF WEEKLY,
SF CHRONICLE,
OAKLAND MAGAZINE
MEDIA ATTENTION

MANDELA MARKETPLACE,
WOMEN’S INITIATIVE
FOR SELF EMPLOYMENT,
RENAISSANCE
CENTER FOR
ENTREPRENEURSHIP,
INNER CITY
ADVISORS, WORKING
SOLUTIONS, KIVA ZIP
ADDITIONAL SUPPORT FROM
NON-PROFITS



RISING TO THE CHALLENGE

I believe that those of us who work in the world of food have a responsibility to the field, and a responsibility to our colleagues, to leverage the full force of our intellect and experience to drive progressive change. No organization inspires me more to do right and do good than La Cocina.



JOHN T. EDGE
WRITER, COMMENTATOR, +
DIRECTOR OF SOUTHERN
FOODWAYS ALLIANCE

La Cocina exists to lower the many barriers that exist for low-income individuals to access business ownership in the food industry.

GENDER

Food businesses are predominantly run by men while women are still at a disadvantage with lower pay and fewer opportunities for management or ownership. Immigrants often face cultural, educational, and socio-economic obstacles that their native-born counterparts are able to avoid.

28.7%

of all businesses are owned by women

77%

women earn \$0.77 for every \$1 men make doing the same job with the same responsibilities and knowledge

MONEY (A.K.A CAPITAL)

Entrepreneurship requires initial investment and capital. Low-income entrepreneurs have difficulty gaining access to loans, getting bank accounts, and managing savings since all income is allocated to their necessities.

67%

of immigrant-owned business use personal or family savings as startup capital

25%

of all families use financial services like pay day lenders + check cashers

\$5,000 starting capital for most La Cocina businesses



9 5 %

of La Cocina business owners are women



\$ 3 7 5 K

in loans and investments were raised for La Cocina businesses in 2013-2014

Over the past 10 years, La Cocina has proven that an inclusive food economy is possible. Our incubator program shifts the opportunity index for low-income entrepreneurs.

BARRIERS // LA COCINA'S RESPONSE

BRICK + MORTAR COSTS + CAPITAL

Good leases with viable start-up costs and realistic lifespans are hard to come by. La Cocina negotiates alongside entrepreneurs to ensure the best possible chance of success.

\$5 / sq. ft.

average 2014 restaurant rent in SF's Mission District

\$3.9 / sq. ft.

rent for a fully built-out + permitted Mission restaurant through La Cocina

\$500K - \$700K

industry build-out costs

\$0 - \$150K

what La Cocina businesses have paid for their build-out

KITCHEN ACCESS + PERMITS + BUSINESS ASSISTANCE

Space is scarce and commercial kitchens can be expensive. Permits vary from city-to-city, year-to-year. Getting the inside scoop can only be learned through years of experience, money, or knowing the right people.

5-8

permits are needed to launch (in SF); all permits are in English

100%

of La Cocina's businesses operate independently with all needed permits + insurance

\$35 PER HOUR

2014-2015 average commercial kitchen rental rate

\$13 PER HOUR

La Cocina's average subsidized kitchen rental rate (2015)

\$5K-\$20K

needed for business branding and graphic design

\$0

Free business branding + graphic design for new La Cocina businesses


"Success does not flow merely from a physical kitchen space, a great recipe, and the willingness to work hard. Success requires social capital, industry champions, inspired niche marketing and a whole lot of sweat and passion."



BARBARA JOHNSON
COFOUNDER OF LA COCINA

*See pg. 31 for sources.

THE ENTREPRENEUR PROCESS



PRE-INCUBATION

A business in pre-incubation is just beginning the formalization process. Entrepreneurs are in a mini food-MBA learning everything from how to brand their business to what operational costs will be.



INCUBATION GROWTH

A business in the growth stage is beginning to sell— this could be at a farmer's market, local grocery stores, events or catering. They are testing their business model.



INCUBATION EXIT

Businesses that are exiting have proven their business model and are looking to move out of La Cocina's kitchen and into their own spaces.



GRADUATION

With La Cocina's support, businesses begin in new spaces (restaurants, cafes, and specialty food factories) across the Bay Area.



ALUMNI/GRADUATES

Businesses continue to grow and thrive, sometimes opening second locations. They also contribute back to the La Cocina community.

LA COCINA'S 10 YEAR IMPACT

La Cocina has created opportunities when faced with a lack of market access. This includes subsidizing commercial kitchen rental rates, providing free technical assistance, and opening avenues for retail. La Cocina has helped shape the local and national social and economic food landscape.

La Cocina is the inspiration behind Spice Kitchen Incubator, a food entrepreneurship program for refugees and new immigrants in Salt Lake City. The success of their entrepreneurs is fostered from their passion for the people they serve, their commitment to innovation, and for bringing the community together. We look to La Cocina as the model for kitchen incubation programs across the nation because of their demonstrated success and their promise to their mission.



NATALIE EL-DEIRY
DEPUTY DIRECTOR OF
DEVELOPMENT + STRATEGIC
INITIATIVES INTERNATIONAL RESCUE
COMMITTEE: SPICE KITCHEN

RESOURCES

+ 150,000

HOURS OF KITCHEN RENTAL (A VALUE OF \$3.4M IN SUBSIDIES)

11,000

HOURS OF TECHNICAL ASSISTANCE (ESTIMATED VALUE OF \$825K)

MARKET OPPORTUNITIES

1,803

ACCESS TO MARKET OPPORTUNITIES

6 FESTIVALS

3 GALAS

5 CONFERENCES

60 GROUP DINNERS

\$643,000 WORTH OF GIFT BOXES SOLD

\$483,000 RETAIL SALES
(KIOSK, FARMERS MARKET)

UPCOMING EVENTS

**15-16
AUG** | 7th Annual San
Francisco Street Food
Festival

**TBD
OCT** | La Cocina's Food
Entrepreneurship
Conference

**TBD
OCT** | F + B Meal Sharing +
Storytelling from the
World of Food

**TBD
DEC** | El Mercado Holiday
Bazaar

LAST SATURDAY OF EVERY MONTH
Night Market at 18 Reasons

*Dates subject to change. Please check lacocinasf.org for more info.

CLAIRE KEANE

 Clairesquares

2006

YEAR JOINED

4

NO. OF EMPLOYEES

\$300

DECEMBER 2006 SALES

\$25,000

DECEMBER 2014 SALES

SPECIALITY FOOD
MAGAZINE,
THE SF
CHRONICLE, 7x7,
CBS, EATER, CONDE NAST
TRAVELER
MEDIA ATTENTION

RENAISSANCE CENTER
FOR ENTREPRENEURSHIP,
INNER CITY ADVISORS,
PACIFIC COMMUNITY
VENTURES, WORKING
SOLUTIONS, SMALL
BUSINESS DEVELOPMENT
CORPORATION
ADDITIONAL SUPPORT
NON-PROFITS

Claire Keane vividly remembers cooking stewed apples and The Queen of Puddings, a classic British dessert, for a school competition in Ireland.

The stewed apples, as Claire puts it, “didn’t do so well. Sister Pious, the judge, gave them a ‘C.’ A ‘C!’ can you believe it? I was so upset. The Queen of Puddings, on the other hand, got an ‘A.’ You could say that was sort of the beginning.”

Armed with her mother’s recipe books, Claire began years of experimenting in the kitchen. Years later and living miles away in San Francisco, Claire felt homesick for her native Ireland and turned to the stove. She whipped up a batch of shortbread, made caramel and topped it off with chocolate. To Claire’s delight, these traditional treats were a hit. Her friends encouraged her to turn her passion for baking into a business and Clairesquares was born.

In 2006, Claire joined La Cocina to grow her business and quickly became a local favorite, making 7x7’s list of *50 Things to Eat Before You Die*. “I consider myself lucky to have that network and that opportunity so I can continue to grow.”

In 2013, Claire graduated from La Cocina into a production kitchen and in 2015, Clairesquares partnered with Haagen Dazs ice cream to create an artisanal flavor featuring her flapjack cookies. “I’ve been in business for a few years now, but in many ways, it all still feels like the beginning. I’m going to keep growing and keep sharing my food everywhere I go. La Cocina has been a huge part of that.”

WWW.CLAIRESQUARES.COM

JAPANESE HOT TEA \$1.84
 MATCHA GREEN TEA \$2.95
 MONADE [V, GF]
 BOTTLED BEVERAGES VARIOUS
 SEE CASHIER
 = WHILE SUPPLIES LAST

BOILED SOY BEANS, SERVED CHILLED
CHICKEN KARAMÉ [GF] \$3.68
 JAPANESE FRIED CHICKEN
WAKAME SEAWEED SALAD [V, GF] \$3.45
 ALL NATURAL SEASONED SEAWEED w/
 ORGANIC MIXED GREENS
KOROKKÉ \$1.95
 JAPANESE-STYLE VEGETARIAN POTATO CROQUETTE (1 PZ)
SIDE SPRING MIX [V, GF] \$1.95
 SMALL GREENS SALAD w/ OUR HOUSE DRESSING
PICKLED DATKON RADISH \$1.25
 HOUSE-SLICED TAKUAN AS A SIDE [V, GF]

KOJI KANEMATSU

When Koji Kanematsu moved to San Francisco from Japan, he was surprised that despite the abundance of sushi restaurants he couldn't find his favorite food, onigiri.

Onigiri (rice balls) are a fast food staple with over 2,300 years of history. They are eaten more frequently than sushi in Japan.

A visit to a local elementary school inspired him to introduce *onigiri* as a healthy food option. In 2009, Koji founded Onigilly and became the second male entrepreneur to join La Cocina.

"It was hard at first to introduce *onigiri* to the American consumer," says Koji. "I remember the first time we tried to sell food at Outside Lands. We had done well at La Cocina's San Francisco Street Food Festival and everyone said to expect more at Outside Lands. We made 6,000 pieces and only sold 400 over 3 days. It was a little traumatic but now I can look back and laugh because I learned from it."

Over time, Koji created new ways to promote his food. "With La Cocina's help, I found a way to talk about my food that was familiar to the American consumer. I started incorporating fresh ingredients and brown rice, and the San Francisco community embraced it." Koji opened his first restaurant in downtown San Francisco in 2012 and opened a second location in 2013.

"I have two young boys," Koji explains. "I'd like to offer my customers the kind of food which I feel safe about feeding my own children. We plan to expand and open more and more locations, and it's important that to me that quality stays the same at every place. With La Cocina's guidance and support, I've been making that dream a reality."



2009
 YEAR JOINED

15
 NO. OF EMPLOYEES

\$3,000
 2009 SALES

\$1,000,000
 2014 SALES

343 KEARNY STREET
 SAN FRANCISCO, CA.
 94108

4 EMBARCADERO
 CENTER
 SAN FRANCISCO, CA.
 94111
 LOCATIONS

ZAGAT, SF WEEKLY,
 EATER SF,
 SF CHRONICLE
 (AND MORE)
 MEDIA ATTENTION



A DECADE OF ENTREPRENEURS



2014
 La Chida
 Señora Maritza
 Bone Appetit
 Kaleidoscope
 Reem's
 Peaches Patties
 Nyum Bai

2015
 A Girl Named Pinky
 Mi Morena
 Teranga



THE PEOPLE OF LA COCINA

2014-2015 STAFF

Caleb Zigas
Executive Director

Blake Kutner
Culinary Manager

Shae Otsuka
Marketing Intern

Leticia Landa
Deputy Director

Lisa Murray
Retail and Catering Manager

Christopher Paguio
Graphic Design Intern

Aniela Valtierra
Operations Director

Candice Rose
Office Manager

Geetika Agrawal
Senior Program Manager

Christina Cavey
Kiosk Supervisor

Daniella Sawaya
Program Manager

Dalton Goulette
Kiosk Sales Associate

Michelle Fernandez
*Development and
Communications Manager*

Miguel Castro
Janitor

PAST STAFF

Jose A. Baca
Allison Ball
Annemarie Brown
Briana Cahn
Christopher Castro
Alex Cheng
Natalie Conneely
Analiese Denooyer-Brown
Marisa Diaz
Courtney Everett
Julie Flynn
Thomas German
Alfonso Gonzalez

David Gonzalez
Amalia Gustin
Brent Johnson
Andrea Kline
China Langford
Larissa Larcara
Kristen Leahy
Zoe Leonard-Monrad
Marcella Lew
Patricia Loya
Angela McKee
Andria Mendoza
Carolina Mulero

Alexandra Noe
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Azalea Perez Olivares
M. Phan Phi
Deepa Phillips
Maribell Reyes
Amanda Rina
Erin Robb
Margarita Rojas
Jason Rose
Andy Sakhrani
Samantha Sencer-Mura
Atessa Shahkar

Matt Skov
Nathan Smith
Christina Tavera
Maria Walsh
Amy Wong
Neeka Young
Kathryn Zaccarello
Vanessa Zamora



SAN FRANCISCO STREET FOOD FESTIVAL



2015

We launched the San Francisco Street Food Festival to provide a market opportunity for our entrepreneurs and present their amazing food to the Bay Area in a format reminiscent of their native countries. Now in its 7th year, the festival will welcome tens of thousands of people to our new location on Pier 70 to celebrate local food entrepreneurship and feast on delicious bites from over 80 local, owner-operated food vendors.

Join us the weekend of August 15th and 16th for another fantastic year and visit sfstreetfoodfest.com for more info.

INSTAGRAM PHOTOS FROM THE
2014 SAN FRANCISCO STREET
FOOD FESTIVAL
#SFSFF

@lacocinasf
@hellaveganats
@chocoyito

@eli4eto
@mauricio_kqi
@poosekat
@thestootee

OUR BOARD + PARTNERS

OUR CURRENT BOARD

Laura Ambroseno

Consultant

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Amir Massih

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Seema Patel

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Tannis Reinhertz

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Marta Sanchez

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Jagadha Sivan

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Katie Truitt Sharafi

Small Business Consultant

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Dara Zandanel

Attorney, DG&C

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Monica Morse

Diane Paisley

Judy Patrick

Chelsey Remington

Krystin Rubin

Victoria Sanchez de Alba

Meche Sansores

Heather Sears

Jane Segal

Jackie Shull-Gonzalez

Linda Stoick

Barb Stuckey

Sarah Abbe Taylor

Patty Unterman

Astrid Zometa

OUR FINANCES

STATEMENT OF POSITION	2013-2014	2012-2013
ASSETS		
Cash	\$844,478	\$662,454
Receivable and Other Assets	\$162,586	\$206,566
Fixed Assets	\$574,890	\$595,890
Restricted Cash	\$33,950	\$200,973
TOTAL ASSETS	\$1,615,904	\$1,665,876
LIABILITIES AND NET ASSETS		
Accounts Payable	\$25,297	\$64,546
Other Current Liabilities	\$55,115	\$44,601
Net Assets	\$1,535,491	\$1,556,730
TOTAL LIABILITIES AND NET ASSETS	\$1,615,904	\$1,665,876
CONDENSED STATEMENT OF ACTIVITIES		
REVENUES		
Program Income	\$242,900	\$242,147
Retail Income	\$338,399	\$264,590
Event Income	\$679,839	\$596,135
Contributed Income	\$800,945	\$783,306
TOTAL UNRESTRICTED REVENUES	\$2,080,083	\$1,886,178
EXPENSES		
Program Expenses	\$668,833	\$615,918
Retail Expenses	\$293,374	\$279,338
Event Expenses	\$610,467	\$651,469
Fundraising Expenses	\$76,515	\$52,305
Corporate Expenses	\$319,633	\$277,379
TOTAL EXPENSES	\$1,968,822	\$1,876,409
INCREASE IN UNRESTRICTED NET ASSETS	\$111,261	\$9,769

An aerial, high-angle photograph of a large, crowded indoor event, possibly a trade show or conference. The scene is filled with people walking through aisles, some carrying bags or equipment. The lighting is bright, and the overall atmosphere is busy. A semi-transparent green filter is applied to the entire image, creating a monochromatic effect. The text is centered in the middle of the image.

**SUPPORT THE
NEXT GENERATION
OF LA COCINA
ENTREPRENEURS...**

GUADALUPE GUERRERO

EL PÍPILA

Guardian of Mexican Flavor

2013

YEAR JOINED

4

NO. OF EMPLOYEES

\$400

INFORMAL MONTHLY SALES

\$30,000

CURRENT MONTHLY SALES

1028 MARKET STREET
SAN FRANCISCO, CA.

94102
LOCATION

PARADE MAGAZINE,
SF WEEKLY, ZAGAT,
TABLEHOPPER, SF CHRONICLE
MEDIA ATTENTION

WOMEN'S INITIATIVE
FOR SELF EMPLOYMENT,
MISSION ASSET FUND,
KIVA ZIP
ADDITIONAL SUPPORT
NON-PROFITS

In 1998, Guadalupe left her family and home in Acámbaro, Mexico, and emigrated to the Bay Area in hopes of finding work and a better life.

She worked 12 hour days, 6 days a week, at a taqueria in Berkeley. After two years, she was able to send for her two young daughters and bring them to the U.S. She continued her work at the taqueria to support them in the hopes that they would learn English and have access to better opportunities.

In 2012, Guadalupe joined La Cocina at the encouragement of her friend Alicia Villanueva (owner of Alicia's Tamales Los Mayas). Since then, she has built a robust catering business featuring Guanajuatan recipes inspired by memories of Sundays in Acámbaro with her mother. Guadalupe, a monolingual Spanish-speaker, relies heavily on her daughters for marketing support and responding to catering requests and applications in English.

In March 2015, El Pipila opened a kiosk space at The Hall. Guadalupe's daughters Brenda, 25, and Alejandra, 28, work alongside her. "When I was working at the taqueria I was supporting my kids," Guadalupe explains. "Now that I own my business, I'm working with my kids. They're my friends and my business partners and I'm growing this business for them."

"It's hard to think that when I arrived in the U.S. all those years ago I had nothing. I had a hard time believing that I would ever own my own business, much less open a spot where people can come everyday to try my sopes and pozole using my mother's recipes. It's a dream."

WWW.ELPIPILLASF.COM

REEM ASSIL



“As an organizer I spent a lot of time thinking about how to create community and over time I kept coming back to one thing: food.”

Reem joined La Cocina in 2014 to build community through her native Palestinian cuisine. “In Palestine, our culture is told through hospitality and food. My dream is to showcase and celebrate Arab culture through food. This isn’t just about Arabs eating Arab bread - it’s about pioneering Arab food in the Bay Area for everyone.”

Reem is quickly making a name for herself. Her breads have been featured in *The San Francisco Chronicle*, and she is beginning to build a loyal following through cooking classes and pop ups.

In thinking about where she wants to go with her business, Reem says she looks to La Cocina for focus. “You know, it’s hard not to have doubts about your food. What if I’m the only one who likes it? When you have people who coach you and believe in you, it makes such a difference. From the first day, La Cocina has stressed how to communicate my values through food while building a thriving business, and I think that’s what’s going to be the key to my success.”

Reem feels confident about her goal to open an eatery in Oakland in the next few years, “I’m worried because it’ll be a lot of work obviously but you know, I’m not that worried. I know I’ll have done it with La Cocina’s guidance and by perfecting my craft as a baker and business owner. La Cocina is giving me the confidence and resources to pursue my dream, and with that, I’ll be set.”

WWW.REEMSCALIFORNIA.COM

2014
YEAR JOINED

0
NO. OF EMPLOYEES

\$2,300
HER LARGEST
CATERING JOB TO
DATE

SF CHRONICLE,
CHIT CHAAT CHAI
MEDIA ATTENTION

WOMEN’S INITIATIVE
FOR SELF
EMPLOYMENT,
LEGAL SERVICES FOR
ENTREPRENEURS
NON-PROFITS + OTHER
ORGANIZATIONS

HEART
GET INVOLVED.
MAKE A
DIFFERENCE.



HIRE LA COCINA BUSINESSES

La Cocina connects independent catering businesses with you, the client. We've done everything from intimate dinner parties (think *Lady and the Tramp*) to office lunches, wedding, and corporate receptions. Whether you're looking for Nigerian suya chicken, Nepalese momos, Mexican tostadas with chicken tinga, or Salvadorean pupusas for your next event, we have it all. Visit lacocinasf.org/catering to see our full list and book a La Cocina entrepreneur!



BUY GIFT BOXES

La Cocina entrepreneurs have had their packaged products featured in everything from *The Today Show* to *7x7's* "Treats to Eat Before You Die." Through our gift box program, we connect food lovers all over the country with mocha cinnamon truffles from Neococoa, Chilean alfajores from Sabores del Sur, sweet and savory biscotti from Saint & Olive, and so much more. Our boxes are perfect for sending to friends, family, co-workers, and anyone with taste buds. Visit lacocinasf.org/store for more information on our custom boxes (with over 18 products available!) or visit our kiosk at the Ferry Building to place an order in person.



ATTEND EVENTS

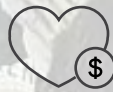
La Cocina hosts events to showcase the businesses in our program and provide them with an opportunity to delight the public with their delicious food. Follow us on social media to find out about the events we host throughout the year.

www.lacocinasf.org

Facebook: La Cocina

Twitter: @lacocinasf

Instagram: @lacocinasf



DONATE

Through our catering program, gift boxes, events, kiosks, and commercial kitchen rental, La Cocina generates nearly 60% of its budget in revenue every year. The rest of our budget comes from corporations, foundations, and individual donors like you. Our donors believe in supporting low-income and immigrant food entrepreneurs in the Bay Area, and making the Bay Area a more vibrant and diverse economic foodscape. 100% of your donation goes to supporting La Cocina entrepreneurs and providing subsidized, affordable commercial kitchen space, access to markets, access to capital, and one-on-one technical assistance.

Visit lacocinasf.org/donate to make a one-time donation or sign up for recurring donations.

THANK YOU TO OUR VOLUNTEERS + SUPPORTERS!

CREDITS

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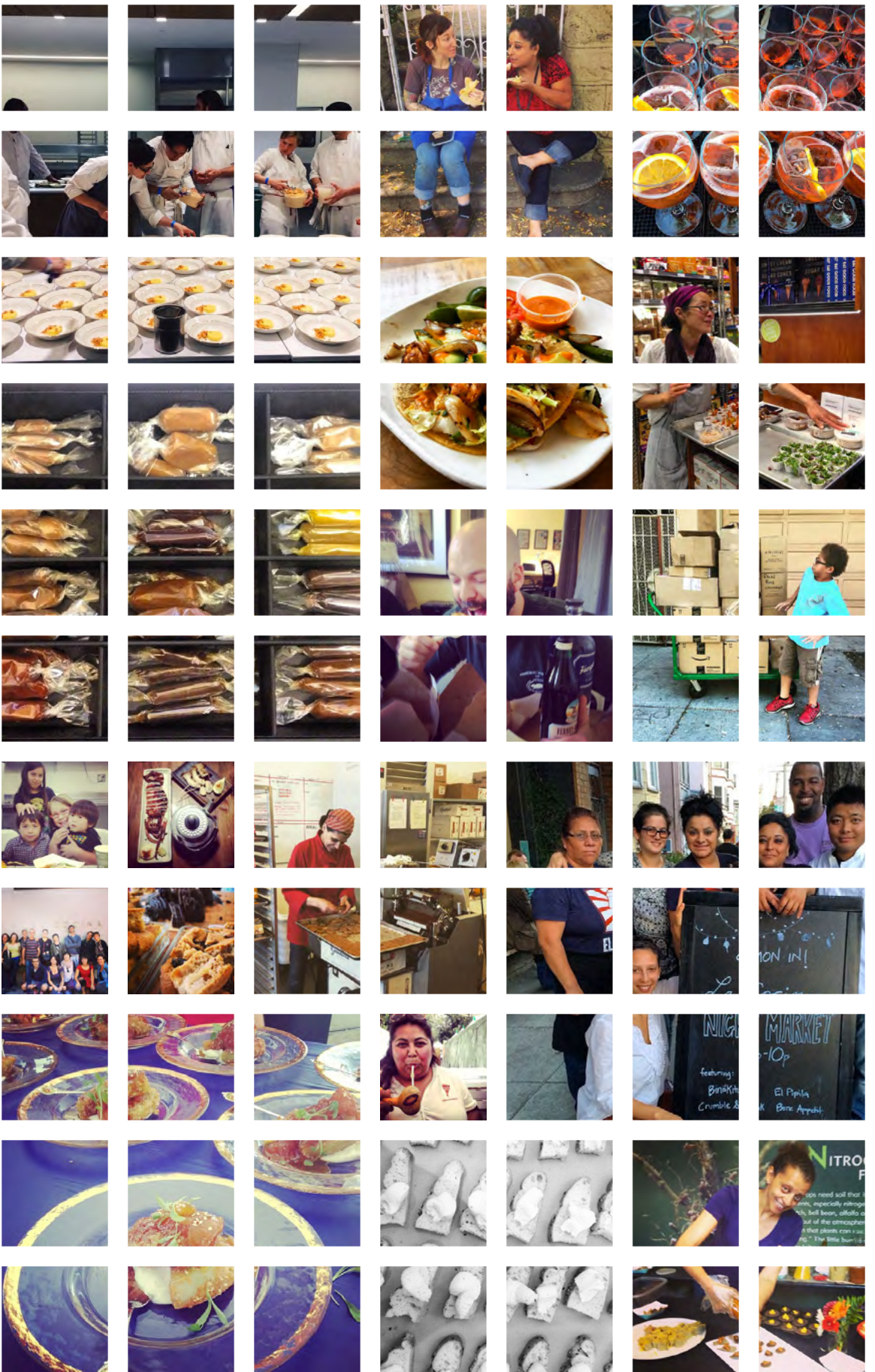
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SOURCES FOR STATISTICS

National Restaurant Association
National Women's Business Council
BloombergBusiness
Urban Institute

LoopNet
Center for Immigration Studies
Brookings Institute
Federal Reserve Bank



10

YEARS OF LA COCINA

2005 - 2015