




la cocina

# 2013

The mission of La Cocina is to cultivate low income food entrepreneurs as they formalize and grow their businesses by providing affordable commercial kitchen space, industry-specific technical assistance and access to market opportunities. We focus primarily on women from communities of color and immigrant communities. Our vision is that entrepreneurs gain financial security by doing what they love to do, creating an innovative, vibrant and inclusive economic landscape.

- 2013 HIGHLIGHTS
- BUSINESS GROWTH
- PARTICIPANT SPOTLIGHTS
- OUR STAFF & BOARD
- 2014 SAVE THE DATES
- 2013 FINANCES



In 2013 La Cocina businesses generated \$4.1 M in revenue and created 155 jobs. We threw our first-ever Gala and raised over \$100K in one night.

## ACCESS TO CAPITAL

In 2013 we connected participants with **\$255,625** in capital.

In a **new partnership with Kiva Zip**, we were able to connect businesses like Anda Piroshki to lenders in 6 countries.

## ACCESS TO MARKET OPPORTUNITIES

We sold **\$70,000** in gift boxes which contained nearly 420,000 products from 18 La Cocina businesses.

**Neo Cocoa** sold **\$17,000** in just one month of sales at La Cocina's Ferry Building Kiosk.

Our 2013 strategic focus has been on forging partnerships to create innovative, low-capital real estate opportunities for graduating entrepreneurs.

## GRADUATE HIGHLIGHTS

**La Luna** launched at Crocker Galleria through an innovative partnership with Cushman-Wakefield, allowing her to launch with only \$10,000 and pay a percent of sales as rent.

**Onigilly** opened a second location at Embarcadero Center. Every month, they make almost \$1000 per square foot in sales.

We worked with entrepreneurs to negotiate **5 new leases** - so look out for new La Cocina spots in 2014!

## MEDIA HIGHLIGHTS

La Cocina and our businesses were **profiled in the media 278 times by 135 publications.**

**Kika's Treats** was highlighted on **The Today Show** which boosted her holiday sales!

**Estrellita's Snacks** was featured by **Univision.**

**Minnie Bells Soul Movement's** mobile food trailer was **featured in the Huffington Post.**

Unique food, talented entrepreneurs, women's leadership and income inequality remain at the forefront of our work.

## THOUGHT LEADERSHIP

Maria Shriver's report "**A Woman's Nation Pushes Back from the Brink**" profiled **Binita Pradhan, owner of Bini's Kitchen.**

Zagat recognized La Cocina's staff for San Francisco's culinary "**30 Under 30**".

People from **14 different countries** attended at our annual **Food & Entrepreneurship Conference.**

We gave **over 50 tours of La Cocina** to everyone from MBA's visiting from Korea, The Nordic Food Diplomacy Alliance, Entrepreneurs from Tibet and Basque Farmers to students here in the Bay Area.

image of 2013 San Francisco Street Food Festival, courtesy of Stephen Hsu

# business growth at every stage of our program

PRE-INCUBATION Market Test - "Beta"	INCUBATION Start Up Growth	GRADUATION Operational Self Sufficiency
--	-------------------------------	--

launched  
December  
2013



## RASOI

Heena Patel

Rasoi brings a new taste to typical Indian Cuisine. By using specific Gujarati spices and flavors, Heena gives the standard vegetarian menu a twist. Equipped with a professional logo, permits and recipes calling for grams instead of teaspoons, Heena sold for the first time at La Cocina's Gift Bazaar in December.

Heena will soon begin applying to farmers markets and has already begun catering. She will continue to grow her business throughout incubation and hopes to graduate into a restaurant.

launched  
August  
2010



## ZEPEDA FOODS

Hannah, Arcelio & Jose Zepeda

This year, Zepeda Foods moved from direct to consumer sales via Facebook to retail sales. After getting professional packaging, labeling and nutritional information, they used a \$5000 Kiva Zip loan to buy the equipment they needed to double production and meet stores' demand. In just one month, they secured 8 retail accounts and by the end of the summer were selling in 11 stores throughout the Bay Area. In 2013, they began to turn a profit.

In 2014 they are targeting larger grocery chains and looking for a bigger production space in preparation for graduation.

launched  
October  
2010



## LOVE AND HUMMUS

Donna Sky

Donna built her business encouraging people to try her hummus at demos in Whole Foods Markets. She grew her sales store by store until she was sold across the entire Northern California region. In 2013 Love & Hummus moved to a national distributor (UNFI). This move has opened doors - they became part of the Williams & Sonoma national online catalog and began preparation to take on investors and expand into new regions.

In 2014 Donna's hummus will be sold throughout Southern California, Hawaii, Arizona and Nevada and she will graduate from our program.

# GUISELL OSORIO

## SABORES DEL SUR

One of La Cocina's original entrepreneurs secured capital and signed a lease for her own cafe.



Guisell hails from Santiago, Chile and moved to the Bay when she was just 17. After years of struggling to find a job that fulfilled her, she decided to pursue something that she had been missing for over 20 years - the food she had loved in Chile.

"In order to eat what I craved, I had to make everything myself. I wanted empanadas and alfajores, and couldn't find anything like what we ate at home.

**Sharing this food in my new home became my passion, and the reason why I started my own business."**

In 2005, she started Sabores del Sur, quickly building it into the Bay Area's favorite South American catering company. These days, she bakes her alfajores in a professional oven and sells them all over the Bay Area. Diablo Magazine described her alfajores as "little bites of heaven," 7x7 Magazine crowned them "the best cookie on earth" and later listed them as #2 on the list of "50 Things to Indulge Yourself Before You Die."

"It's one thing to grow your business, but it's another to get a text from a customer saying, 'I'm coming today because I miss your cookies, but I also miss your hugs,'" Guisell says. **"I love my customers."**

Guisell plans to open her new cafe in April 2014 at 3003 Oak Rd., Suite #105, near the Pleasant Hill BART station.

**WISE, OBDC Small Business Finance, Renaissance Center**

PARTNERS

**San Ramon, Alemany, Whole Foods**

WHERE TO FIND



[saboresdelsursf.com](http://saboresdelsursf.com)

**2005**

YEAR LAUNCHED

**\$600  
PER MONTH**

SALES AT LAUNCH

**\$12,500  
PER MONTH**

CURRENT SALES

**6**

CURRENT # OF EMPLOYEES

**7x7, Diablo Magazine, El Mensajero**

MEDIA ATTENTION

# BINITA PRADHAN

## BINI'S KITCHEN

Bini successfully completed pre-incubation and has been busy growing her business.



"I think cooking is in my blood," says Binita Pradhan, single mother and owner of Bini's Kitchen. She might have a case: Her mother, Saradha, cooked for the Nepalese royal family in the 1960s. Bini learned to cook in Saradha's Kathmandu kitchen as a child, and hopes to see her Nepalese turkey dumplings sold throughout the Bay Area and the U.S.

Bini, who also attended cooking school in Bombay, joined La Cocina's business incubation program a year and a half ago. While at La Cocina, Bini has created a strong fan base all over the Bay obsessed with her Nepalese dishes: her famous momos, or Nepalese dumplings served with roast-tomato-and-cilantro achar, and Gorkha Chicken, a chicken marinated in yogurt, and braised in butter, heaps of aromatics, and spices that she sun dries and grinds herself.

Through La Cocina, Bini landed a spot at Off the Grid Fort Mason, the largest weekly gathering of food trucks in California, and a spot in Whole Foods Market's hot bar.

"I came to La Cocina to pursue my dream," Bini says. **"My goal is to have Bini's Kitchen's Nepalese food everywhere. I wanted to sell at farmer's markets and now I'm doing it.** I wanted to sell my food in stores and now I'm doing it. La Cocina is helping me share my Nepalese food with everyone."

**Off the Grid,  
Whole Foods  
Market**

WHERE TO FIND



[biniskitchen.com](http://biniskitchen.com)

**2012**

YEAR  
LAUNCHED

**\$600  
PER MONTH**

SALES AT  
LAUNCH

**\$4,600  
PER MONTH**

CURRENT  
SALES

**2**

CURRENT # OF  
EMPLOYEES

**The Atlantic,  
7x7, SF  
Weekly, NPR  
...**

MEDIA  
ATTENTION

# our staff

Caleb Zigas  
Executive Director

Leticia Landa  
Deputy Director

Aniela Valtierra  
Operations & Events Manager

Geetika Agrawal  
Senior Program Manager

Brent Johnson  
Culinary Manager

Daniella Sawaya  
Program Manager

Michelle Fernandez  
Development and  
Communications Associate

## PART TIME

Andria Mendoza  
Retail Associate

Dalton Goulette  
Retail Associate

David Gonzalez  
Retail Associate

Vanessa Zamora  
Retail Associate

Miguel Castro  
Janitor

## INTERNS

Chris Paguio  
Graphic Design

Aditi Shah  
Programs

Tracy Lau  
Kitchen

# our board

Krystin Rubin, Chair  
Co-Owner, *Mission Pie*

Michelle Branch  
Attorney at Law

Alec Hughes, Treasurer  
Senior Vice President / Regional  
Marketing Director at *Wells Fargo*

Jackie Shull-Gonzalez  
Lawyer, *Dolores Street Community Services*

Traci Des Jardins  
Chef & Restaurateur, *Jardiniere*

Joel Lacayo  
Mortgage Banker, *Chase Bank*

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

Amir Massih  
Vice President, *Archstone*

Shelley Lindgren  
Wine Director & Owner, *A16, A16  
Rockridge, SPQR*

Jagadha Sivan  
Principal, *Sivan Consulting*

Sarah Wigglesworth  
Board Member, *Full Circle Fund*  
Cofounder, *Global Economic  
Opportunity Circle*

Katie Truitt  
Consultant, *Farmgirl Flowers*  
Co-Creator, *Mothergood, Inc.*

\*Current as of April 2014.



Panel discussion from 2013 Food & Entrepreneurship Conference.  
Image courtesy of Gwen Parker.

## SAVE THE DATE 2014

---

### EVENTS

- 5.12.14** 2<sup>nd</sup> Annual Gala
- 8.16.14** San Francisco Street Food Festival
- 8.17.14** Food & Entrepreneurship Conference
- 12.12.14** Holiday Night Market

### COOKING CLASSES

- 2.12.14** Valentine's Day
- 4.30.14** Southern Supper
- 6.25.14** Global Grilling
- 7.23.14** A Taste of Guanajuato
- 9.10.14** Mexican Traditions & Celebrations:  
El Dia de Independencia
- 10.15.14** Empanadas Extravaganza
- 11.12.14** Diwali & The Festival of Lights
- 12.3.14** La Tamalada

# 2013 finances

## STATEMENT OF POSITION

### ASSETS

Cash	\$662,454	\$638,350
Receivable and Other Assets	\$156,566	\$136,738
Fixed Assets	\$648,525	\$656,837
Restricted Cash	\$205,166	\$185,113
<b>TOTAL ASSETS</b>	<b>\$1,672,710</b>	<b>\$1,617,038</b>

### LIABILITIES AND NET ASSETS

Current Liabilities	\$109,146	\$130,840
Net Assets	\$1,563,564	\$1,486,198
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,672,710</b>	<b>\$1,617,038</b>

## CONDENSED STATEMENT OF ACTIVITIES

### REVENUES

Program Income	\$242,147	\$251,419
Retail Income	\$264,590	\$229,457
Event Income	\$596,549	\$399,984
Contributed Income	\$717,022	\$755,145
<b>TOTAL UNRESTRICTED REVENUES</b>	<b>\$1,820,308</b>	<b>\$1,636,005</b>

### EXPENSES

Program Expenses	\$615,918	\$529,119
Retail Expenses	\$279,338	\$250,685
Event Expenses	\$651,469	\$308,449
Fundraising Expenses	\$52,305	\$21,621
Non-program Expenses	\$231,412	\$275,290
<b>TOTAL EXPENSES</b>	<b>\$1,830,442</b>	<b>\$1,385,164</b>
<b>INCREASE IN UNRESTRICTED NET ASSETS</b>	<b>-\$10,134</b>	<b>\$250,840</b>

