

# Analysis to locate a Colombian food restaurant in Manhattan: Preliminary Ideas

Capstone Project - The Battle of Neighborhoods (Week 1)

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## Description of the problem and a discussion of the background.

Colombia is a country that within Latin America enjoys having a unique cultural richness, which is reflected in its gastronomy. The ethnic diversity of Colombia manifests itself in Colombian gastronomy. In Colombian food there's a rich mix of Spanish and Indigenous ingredients with African, Arab and Spanish preparation.

The main problem to be solved is to establish the potential of a Colombian food restaurant in Manhattan. We want the restaurant to be unique, and stand out strongly with the neighboring restaurants through the diversity in the menu. However, New York is known to have a particular Latino influence that is seen not only in the arts but also in food.

The principal ingredients in Colombian gastronomy are: pork, potatoes, beans, corn, chicken, rice and soup.

The menu will design including the most typical Colombian plates that everybody should try:



### Ajiaco

Soup made with chicken and three kinds of potatoes using the special Colombian spice guasca, a Colombian specialty.



### Hormiga culona

Fried ants, typical of Santander



### Lechona

Stuffed pig -- stuffed with rice and meat, typical of Tolima.

## Bandeja Paisa

A mix of beans, eggs, meat, rice, plantain, chorizo, fried pig skin, potatoes, and salsa typical of the Paisa region.



## Sancochos

Chicken, pork and beef soup



## Tamales

Stuffed with rice, chicken, and vegetables



## Patacón with everything

Green, fried plantain served with different meats and cheeses.

## Arepas and Empanadas

Arepa is the same as the fried plantain. The arepa is a tortilla made of corn flour. Empanadas are small, deep fried pockets filled with rice, meat, vegetables served with spicy sauce.



## Description of the data and how it will be used to solve the problem.

To carry out this study, the information available in the FOURSQUARE database will be used. This database has identification codes for different types of restaurants, including those for Latin food and in particular those for Colombian food.

As a first step, the search will focus on New York (Manhattan) and then we will proceed to search all the existing Colombian food restaurants. This will allow us to establish which are the areas that contain the highest density of Colombian restaurants and which ones do not. In this way, we will quickly identify which are the areas with the greatest potential to locate a Colombian food restaurant.

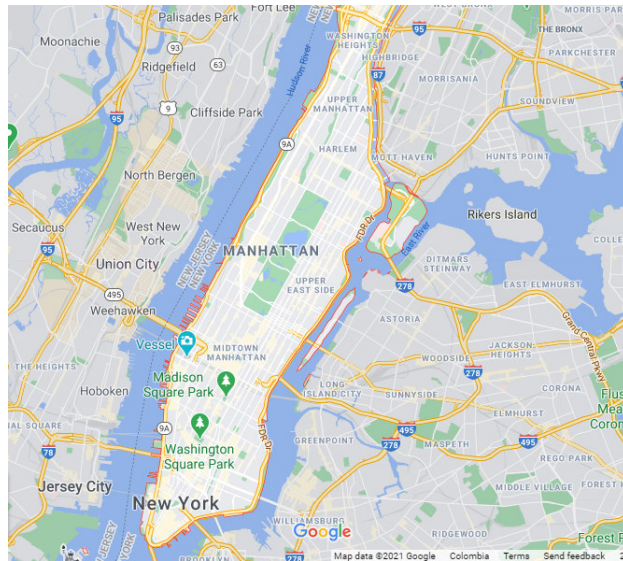


Fig. 1 - Study's area for locating a Colombian Food Restaurant

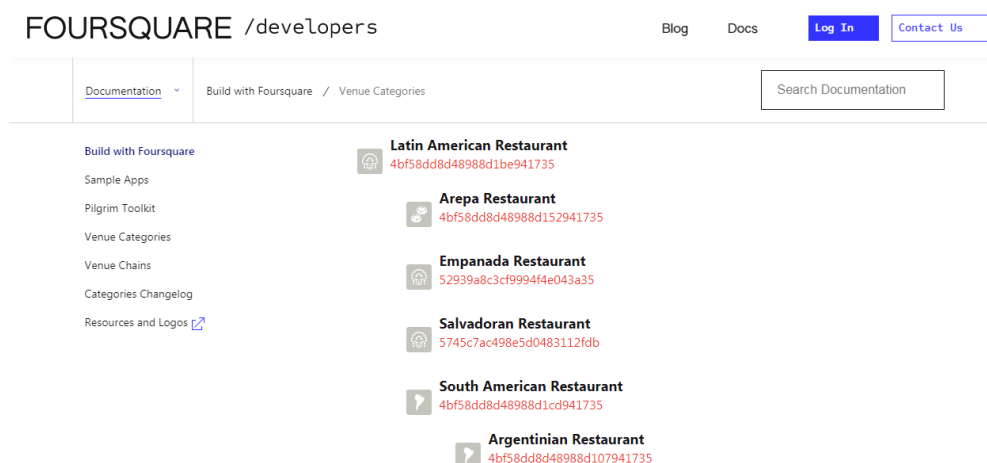


Fig. 2 – ID codes for restaurants from FOURSQUARE

## References.

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