

Barrio Tacos & Cantina

1. Type of Food You're Focusing On:

Barrio Tacos & Cantina serves authentic Mexican street-style tacos with a modern, trendy twist using ingredients that are currently popular in U.S. taco culture.

MAINS — TACOS

Birria Tacos: Slow-braised beef folded into griddled corn tortillas, melted cheese, onions, cilantro, and served with a rich consommé for dipping.

Baja Crispy Fish Tacos: Beer-battered fish, cilantro-lime slaw, pico de gallo, and Baja crema on warm corn tortillas.

Carne Asada Tacos: Citrus-marinated grilled steak topped with chimichurri drizzle, onions, cilantro, and fresh lime.

Al Pastor Tacos: Marinated pork shaved from the trompo, topped with grilled pineapple, onions, and cilantro.

Chicken Tinga Tacos: Shredded chicken stewed in chipotle-tomato sauce, topped with chipotle crema and pickled onions.

Mushroom Asada (Vegan): Charred portobello and oyster mushrooms with avocado salsa, radish, and cilantro.

Barbacoa Tacos: Tender slow-cooked beef with pickled red onions, cilantro, and a squeeze of lime.

Breakfast Tacos: Fluffy scrambled eggs, cheese, crispy potatoes, and your choice of bacon, chorizo, or veggies.

PLATES & SPECIALS

Taco Plate: Choose any 3 tacos, served with rice and beans.

Quesabirria Plate: Crispy birria quesadilla with melted cheese, cilantro, onions, and consommé.

Carne Asada Bowl: Grilled steak over rice with black beans, roasted corn, pico de gallo, cilantro, and lime.

Veggie Bowl (Vegan): Mushroom asada, charred peppers, corn, black beans, and avocado salsa over rice.

SIDES

Esquites: Mexican street corn in a cup with mayo, queso fresco, lime, and chile seasoning.

Loaded Nachos: Tortilla chips topped with queso, pico, jalapeños, sour cream, and your choice of chicken or beef.

Quesabirria: Crispy cheese-filled birria taco served with consommé.

Fresh Guacamole Bowl: Made-to-order guacamole with cilantro, lime, and house tortilla chips.

Chips & Salsa Trio: Roja, verde, and smoky chipotle salsa.

Rice & Beans: Mexican red rice and slow-cooked black beans.

DESSERTS

Churros: Crispy cinnamon-sugar churros served with chocolate or caramel dipping sauce.

Tres Leches Cake: Moist three-milk cake topped with whipped cream and fresh berries.

Cinnamon Buñuelos: Crispy fried tortilla rounds with cinnamon sugar and honey drizzle.

Flan: Traditional caramel custard with vanilla.

DRINKS

Aqua Frescas

- Horchata
- Jamaica (hibiscus)
- Mango
- Watermelon

Soft Drinks

Coke, Diet Coke, Sprite, Jarritos (variety of flavors), and bottled water.

Lemonades

Iced Tea

Margaritas & Cantina Drinks

- Classic Lime Margarita
- Spicy Mango Margarita
- Mezcal Paloma
- Michelada

2. Target Market

Primary customers:

- College students
- Young professionals
- Families
- Workers looking for a quick lunch
- Late-night crowd near bars or campuses

Price level: \$\$

Affordable but higher quality than fast food.

3. Customer Experience You Want to Deliver

The restaurant aims to recreate the **warm, energetic vibe of a Mexican street market**, but with clean, modern décor.