

Welcome to Ladino Kitchen!

Vinidos Buenos a Gízina Ladino!

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אֵלֶּל לִי־אֵל סַנַע"ב סְדִינִי

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About

Ladino Kitchen is a small Jewish-led collective whose goal is to educate and enrich the Ladino language (Judeo-Espanyol) through cooking, language, and family engagement. At heart, this is an experiment to make the revitalization of an endangered language a profitable and prosperous endeavor for all. Ladino is a Jewish language of the Sephardim who were exiled from Spain in 1492. It's based on old-Spanish, with aspects of Hebrew and Turkish, and was generally not spoken in public, but in the home, especially in the kitchen. When a language dies, we lose a library of Science, Art, ways of living in the world, and generations of wisdom. As a language of the kitchen for a group of people who had everything from riches to their families stolen from them, I believe the revival of Ladino can be a critical cultural element of Food Security in America, starting with education at the family and home level. Jewish language and culture, even outside of Jewish Communities, has been very popular and prolific in America's history. Ladino in many ways is very similar to Spanish, which is the second most spoken language in the United States today.

Objectives

- Engage interactive language and kitchen based learning materials over the world wide web, that can be sold as products and household memorabilia. These right now will look like idiomatic typographics of Ladino proverbs written in four different linguistic scripts. [This is a course on Typography, right?]
- Develop a product brand of these designs in the form of stickers, posters, business card templates, and custom pressed coins, that can be purchased across the world.
- Create a booking system for event requests and client intakes. Provide virtual consultations for menu planning, recipes, event logistics, and resource templating.
- Have an online homeschooling channel or online course available by subscription and or scholarship. Target students: Kids as young as ten. Special Needs Adults. Parents of Children.
- Draft terms and conditions, contracts, for accountable business practices between client and business. Estimate pricing of services and timeline of development.
- Develop working relationships in the greater community around food recovery, Jewish culture, language revitalization, non-profit sectors, and homeschooling advocate organizations.

Course Objectives

These Objectives are tailored to the requirements, assignments, and deliverables of this course, DME-215. They also function as 'SMART Goals' in that they are picked to be Specific, Measurable, Achievable, Realistic, and Timely.

- Primary wordmark/logo for the business. Secondary logos.
- Business Card and Letterhead using the new logo.
- Two (2) Advertisements. One Print. One Web. Both using a theme.
- A print marketing/sales piece: small brochure/pamphlet/rack card highlighting products/services of the business
- A Brand Guideline Booklet prepared on InDesign with a presentation of final logo development, all above branding/marketing themes and solutions, and the guidelines (logo usage, brand colors, and fonts)
- Final Creative Brief and Presentation

Services and Products Offered

- Graphic Designs of language learning materials, proverbs written in four different language scripts related to Ladino. Printed as Stickers, Business Cards, and custom pressed Coins.
- Dried fruit snack products prepared with overstock fruit from food recovery initiatives in the community.
- Coins with Ladino language learning insignia printed at every level, from Sterling Silver, to recycled Nickels, to bags of aluminum wrapped chocolate coins to keep in the fridge indefinitely.
- Consultations and meal party planning services for big lavish Ladino family events where no one leaves hungry.
- Workshops on cooking, language, and homeschooling that are accessible and inclusive to kids, special needs adults, and single-parent families.
- Kitchen logistics for lavish food-based events that patrons will remember for the rest of their lives.

Core Values and Personality

Ladino Kitchen is about lifelong education, service, and enrichment. Work to live, and not the other way around. We want our clients and followers to live their best lives when it comes to nourishment and connection in private life. Food and language learning are a great way to bond as a family. As a business that works intimately with food and cooking, Ladino Kitchen is a partner and advocate for Food Security Initiatives and NonProfits in the United States.

Language underpins everything in our lives. It is the miasma which contains our stories, collective knowledge, and ways of being. When a language dies, humanity loses a library, a treasure chest of sciences and arts. Ladino is a very old Spanish which the Jewish people took with them after being expelled off the Iberian Peninsula in 1492, having all other wealth and members of family stolen from them. Ladino was spoken in the household, not very much in public. It's said to be the 'language of the kitchen.' Hundreds of years of memories and wisdom based in the kitchen over familial gatherings. Our hope is to unearth some of these treasures for many to experience and learn, before it is too late.

Branding Strategy

Ladino is a very old Spanish with very few fluent speakers alive. There have been several speakers and learners who have dedicated their lives and business to revitalization of the language, however many are not graphic designers. Some are very old and are not regular internet users. There are several different learning databases for the language online, and none have custom graphic design beyond clip art or graphics generators. The best branding strategy is simple. Start making neat short form typographic content for language learning and kitchen tips. Whenever possible, reach out to the original content artists and check in before modifying their work. Provide sourcelinks to the original work and encourage for people viewing to support from where it came. This is the easiest and simplest way to create name recognition for Ladino Kitchen. It requires no start-up capital and investments beyond design hours. It helps start a process of connecting and forming relationships online with speakers and revitalization activists. The best part about this model of business is that it is very non-competitive. Everyone involved wants everyone else involved to succeed because of shared interest and goals. If there is somehow, someone with the same idea, it is very hard to step on each others toes from across the world. In some ways, this isn't rebranding a business, but a beloved language with over a million interested learners online.

In DME-120, a good website goal would be creating a blog and store for merchandise and printed designs. After it is a great way to get invited to fun cultural events and family dinners, and possibly an entry point to a small company with inhome alternatives to catering.

(NEW) VISUAL BRAND IDEAS: How do you envision the new visual brand? How does it benefit the business?

How does this idea fit the target audience? Provide a DESCRIPTION of the “vibe” you want to capture, NOT images. For example, you might state that your goal is to design a strong, bold brand that matches with the confidence of the business; or, your goal is to design a high-end, elegant brand that matches the sophistication of the business. (Any specific design principles/elements that you think can be put into play to help achieve the goals?) Don't forget to mention how this will help the business.

(NEW) BRANDING GOALS: What should be the outcome of the new branding? How will it benefit the business? How do they want to be seen by consumers? What do you want their customers to think when they see the new brand? What problems does your proposal solve for their customers?

Competition and Collaborators

This business does not compete with other Ladino revitalization groups, but seeks to collaborate with these groups. There is market competition among similar types of content creators (especially who are paid by micro-patrons), paid homeschooling curriculums, and generally the food and food service industry which is set up to make food as cheap and low quality as possible. There may be gatekeeping of business operations from individuals and groups in the Jewish Community who have differing beliefs on how ethical it is for outsiders of a culture to sell that culture as a commodity. The best antidote to this is to start with a commitment to long term relationship building with a focus on enthusiastic and ongoing consent.

Source Modeling

Here are a list of comparable projects and organizations supporting initiatives like this:

- University of Washington Stroum Center: Academic Department in Seattle dedicated to Sephardic Studies.
- Sephardic Brotherhood: Global Jewish organization supporting revitalization of Ladino Language
- Indigenous Languages Project: Coalitions of organizations and businesses reviving local native languages
- United Nations Language Revitalization Decade: The United Nations has declared 2022-2032 as the decade of Native language revitalization.
- Jewish Communities of Asheville: JCC, Temple Beth HaTephila
- Land of the Sky & Circle of Mercy: Progressive local congregation engaged in social activism with many bilingual members
- Bendichas Manos Cooking Blog: Goldmine of recipes, songs, pictures of large family gatherings
- Ladino Forever by Michael Halphie: Hub of proverb graphics, stories, songs, and much more.
- Sephardic Center in Istanbul: Has done two online courses on Ladino posted for free on Youtube
- Social Media Groups: Los Ladinadores, Bendichas Manos, Ladino Language Learning Groups
- Food Recovery Initiatives, especially local ones to Asheville like 12 Baskets and Bounty and Soul

Target Audience Demographics

The target audience for Ladino Kitchen is people who are interested in learning about and cooking Ladino cuisine. This includes people of Sephardic Jewish descent, as well as anyone who is interested in trying new and interesting foods. Ladino Kitchen offers a variety of resources, including recipes, cooking classes, and a blog, all of which are designed to help people learn about and enjoy Ladino culture and food.

More specifically, the three target demographics are young people between the age of 10 and 25, special needs adults, and single parent families. Among these groups, one or more of the following attributes may be relevant:

- Interest in connecting to Jewish roots, or the intersection of Judaism and the Spanish language
- Interested in exploring a different culture, and what may be seen as exotic cooking

- Valued towards lifelong learning and ethics of environmental and social justice
- History enthusiasts and polyglots (people who learn many languages out of love for language learning)
- Geneological connections to Sephardic Culture and/or generational family connection to traditions and culture.

Persona 1: Halie is a special needs adult living semi-independently. Halie is unemployed but enjoys cooking, tumblr, and learning about new things. Halie cooks for friends and family sometimes, and has some Jewish friends. Halie is not someone who would spend lots of money on a cooking course or a lavish dinner, but Halie would reblog cool wholesome content on the internet to their network and social circle.

Persona 2: Jean is a single parent of two children, 11 and 15. Jean's 11 year old Silas is also special needs, and has been experiencing debilitating anxiety returning to traditional grade school since COVID lockdown. Jean's 15 year old Sam really likes cooking and has been taking Spanish courses for a few years in school. Silas looks up to Sam. Jean has been interested in ways to engage the kids in homeschooling in a way that works. Jean has financial support from family to support the kids education and future, but still lives very modestly and frugally. Jean is also interested in recipes and fun folk tales from other cultures.

Persona 3: The Mendez family recently purchased a geneology testing kit from 23 and me and found out that their family is Jewish, and has roots in Spain from hundreds of years ago. Over a very long time, the Mendez family has done traditions and holiday celebrations they believed to be roman Catholic, but it turned out they were historically Sephardic Jews living in hiding from the Spanish Inquisition for hundreds of years, hiding the secret of Jewish Identity as a matter of life and death (as is the fate of 100 million people living today). They would really like to connect with this part of their identity, but don't know where to start. A few times each year, the Mendezes hold a large family gathering with food, music, and dancing till late into the night. They are looking at hiring a consultant who can help with the planning and recipes for the next upcoming event so that it can be as traditionally Hispano-Sephardic as possible.

