

Latin Food



Blessing

PERUVIAN CUISINE

Our Team



Alana Sanchez
Account Manager



Isabella Vasquez
Account Manager



Ariana Britto
Project Manager



Allen Torres
Strategist



Rodney Vaughn
Copywriter

Art Direction



Andrea Valdes-Sueiras



Allyson Keyes

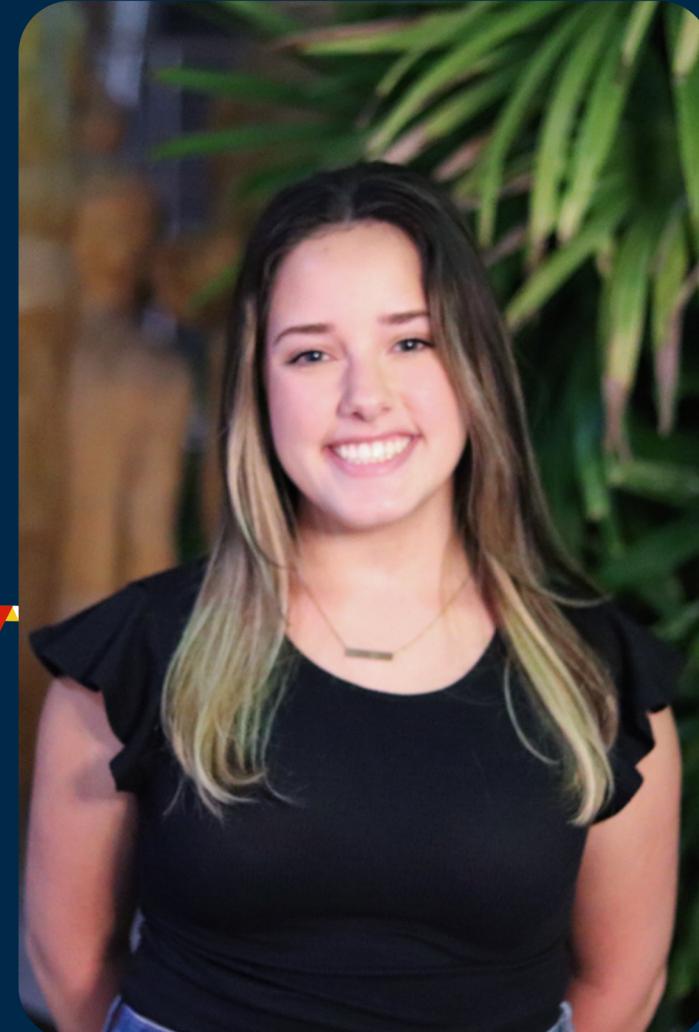


Rebeca Prieto

UX/UI Design



Cory Grossman



Andrea Rivera



Tai Tilley

Client Background

Delivering delicious & comforting Peruvian cuisines, Sara opened Latin Food Blessing just last year to bring Peruvian culture to all in Gainesville.

A lively, festive sit-down restaurant, she calls it a home for Gainesville locals, Florida Peruvians, and those looking to explore more about latin culture.

Latin Food Blessing serves everything from appetizers to Peruvian food specialties, drinks, and desserts at down-to-earth prices. With a passion to serve, Sara aims to educate Gainesville on Peruvian culture and spread awareness about her quality specialty recipes.



LOGO



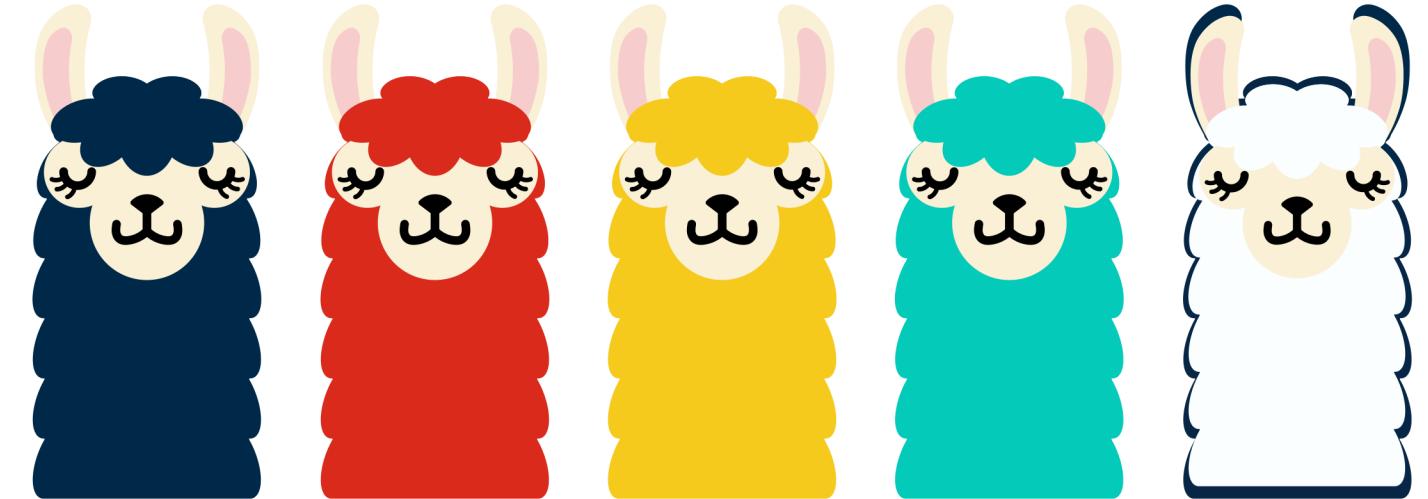
FONT



KEY COLORS



Wonsmith
Bubblebody Neue
Josefin Sans



#002949

#D92B1D

#F5CA1E

#04CBBA

#04CBBA

The Blessings



Papa Huancaina



Antichuchos



Ceviche



Sandwich de Lomo Saltado



Alfajores



Chicha Morada



Lomo Saltado

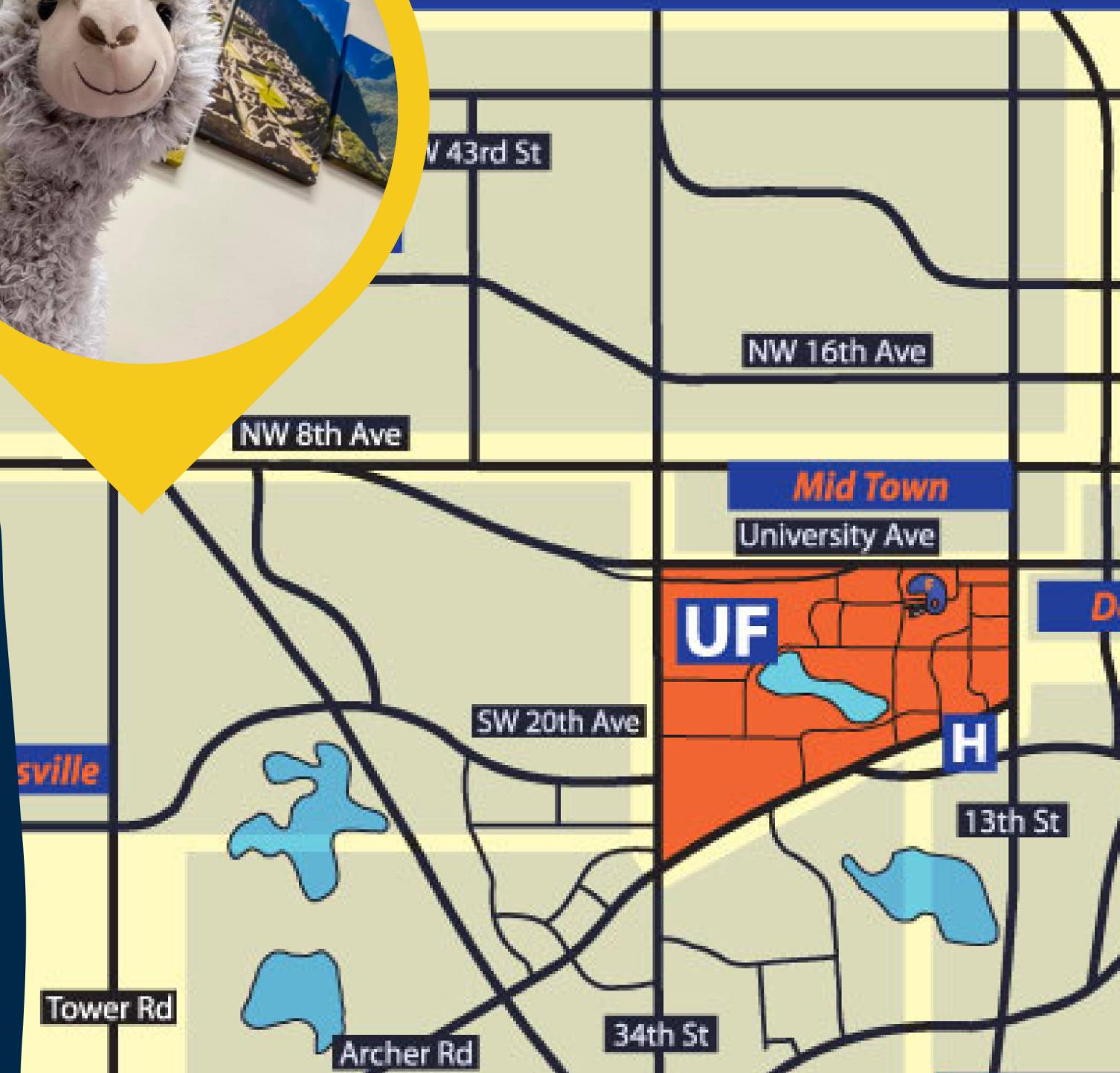


How can we help?

- Little awareness from Gainesville locals about location and Peruvian distinction
- Little traction to entice repeat customers or increase customer loyalty
- Little promotional efforts



meet Llamberto



Client Goals

- Build brand loyalty and strengthen relationships among current and future customers
- Provide promotional efforts to entice customers
- Add more awareness of "Peruvian Cuisine" elements





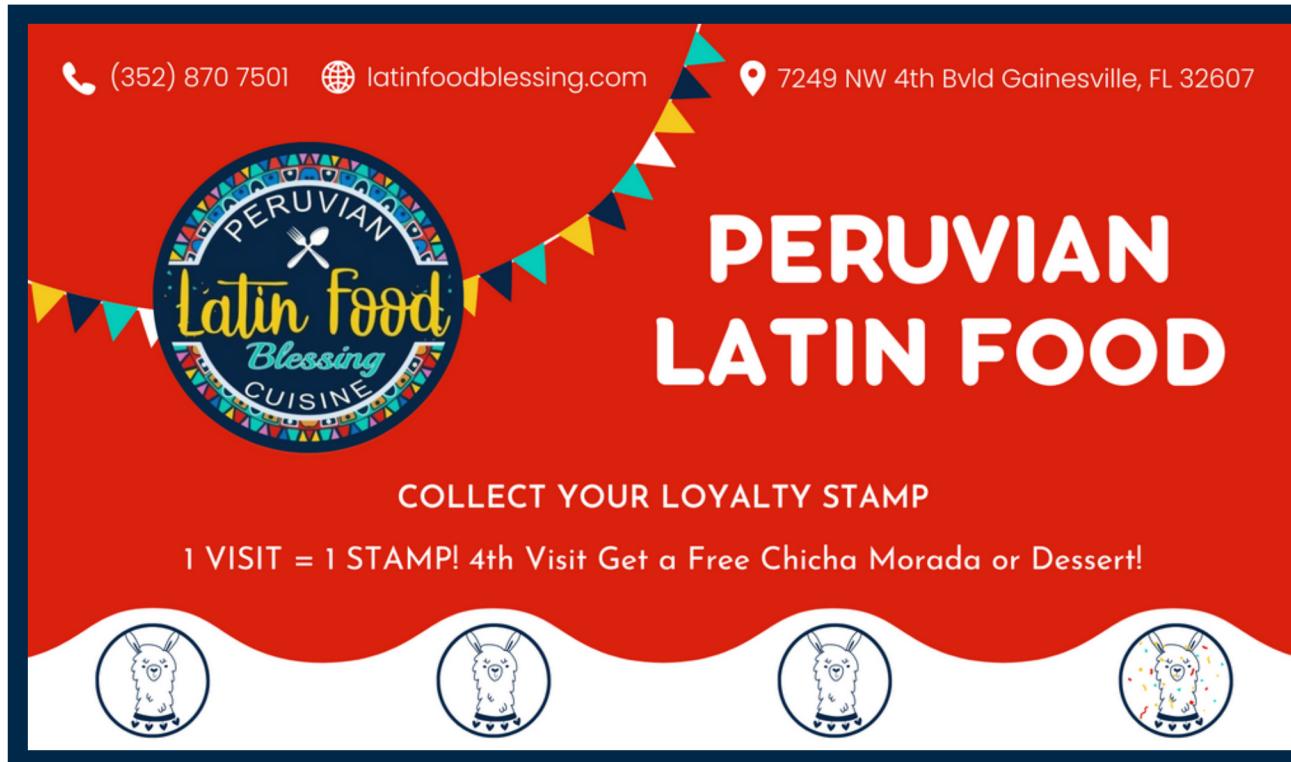
DEUVERABLES

5% Off Flyer



QR code flyers were created and passed around on campus to increase initial awareness with students

Stamp Loyalty Business Card



To boost loyalty from current and new customers, we created a loyalty stamp business card!

1 Visit = 1 Stamp! On their 4th visit, repeat visitors can get a free chicha morada or dessert



Stamp Loyalty Flyer



Gift Cards



Gift cards for customers, their families, or friends were implemented to create an incentive for them to re-visit and nurture a warmer brand relationship!

Print store Reccomendations

The client was having all print products created in Peru. Although it was cheaper to create there, there was shipping costs, and it was a much lengthier process.



Office DEPOT[®]
OfficeMax[®]



Website Suggestions

- Simplify
- Update site hierarchy
- Use precise language
- Use more Peruvian motifs and designs
- Create a digital version of the menu



Website Wireframe

These are wireframe recommendations and ideas to show the client how she may improve her website in the future

The wireframe shows the layout of the homepage. At the top left is the restaurant's logo. To its right are navigation links: Home (underlined in red), Our Story, Menu, and Cater. Below these is a large, stylized illustration of a Peruvian ceviche dish, filled with various colorful ingredients like fish, onions, and tomatoes. To the left of the illustration, the text "Ven y Come" is written in a teal, wavy font. Below this, the main heading reads "Experience Peruvian Cuisine in Gainesville, FL" in large, bold, black and red letters. A smaller paragraph explains the restaurant's mission: "Latin Food Blessing, had an idea to create a restaurant that was more than a place that served great food. We wanted to give locals a place where they'd always feel at home. A place where they could get Peruvian food at down-to-earth prices, and where they'd be treated right by people who had a passion to serve." At the bottom left is a green button labeled "Order Online". At the very bottom of the page are social media links: Instagram, Facebook, and Location.

The wireframe shows the layout of the menu page. At the top left is the restaurant's logo. To its right are navigation links: Home, Our Story, Menu (underlined in red), and Cater. The main title "Peruvian Specialties" is centered in a large, bold, black font, flanked by decorative icons. Below the title are four menu items, each with an icon and a brief description: "Pescado A La Chorrilliana" (Fried fish bathed in a juicy saute vegetable, with onion as the main ingredient. Served with grained rice and fried yucca.), "Lomo Saltado" (Seasoned sauteed sirloin with red onion plump, tomatoes served over a bed of French fries with a side of white rice. (Add chicken)), "Arroz Chaufa" (Peruvian fried rice mixed with onions, vegetables, eggs, and Soy Sauce.), and "Ceviche" (Prepared with slices of fresh fish, mashed in lemon juice and seasoned with different spices. Choose level of Spiciness: white, mild, medium, super.). Below the menu items is a section for "Aji De Gallina" (Sherredded chicken stew with Peruvian cream, yellow pepper. Served over boilded potatoes slices and white rice.) and "Arroz Con Pollo" (Cilantro stewed chicken with green rice and lime-marinated dressing of onion, cilantro, abd red peppers.). At the bottom of the page are social media links: Instagram, Facebook, and Location.



Thank you for letting us be a
part of your brand voice!

