



MANAGERS' GUIDE



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THE BRAND



Brand Story

Birria-ish is more than just a place to eat—it is a celebration of Latinx flavors, a fusion of cultures, and a love letter to the communities it serves. As a beacon of culinary innovation, Birria-ish embraces Latinx flavors with a modern twist and redefining the way people experience Mexican-inspired cuisine.

Birria-ish is a collective endeavor driven by a team of talented chefs, culinary enthusiasts, and passionate individuals who shared a deep appreciation for Latinx culture and a love for exceptional food. Drawing inspiration from the rich tapestry of Latinx heritage, we are on a mission to create a dining experience that honors tradition while embracing the spirit of exploration and creativity.

With the playful tagline, "It's kinda Birria, it's kinda not. It's kinda Mexican, it's kinda not," Birria-ish celebrates its unique identity as a bridge between the beloved flavors of Mexico and the diverse influences that shape Latinx cuisine. It aimed to capture the essence of Latinx culinary traditions while infusing them with contemporary elements, offering a refreshing take on classic dishes. We like to call it a beacon, a testament to the magic that happens when cultures collide, flavors blend, and community thrives. It was a place where everyone—regardless of background or heritage—can find something familiar, something new, and something utterly delicious.

Birria-ish—a tale of passion, fusion, and the belief that the beauty of Latinx cuisine lies in its ability to bring people together, nourish their souls, and ignite their taste buds with flavors that are truly unifying nature of exceptional food. It stands as a reminder that in the world of flavors, there are no boundaries—only endless possibilities waiting to be explored.

Brand Overview

Birria-ish is a dynamic and vibrant Latinx-inspired taco bar that celebrates the rich tapestry of flavors found in Mexican and Latin American cuisine. With a playful twist on tradition, we blend the beloved essence of Birria with innovative fillings, contemporary sauces, and creative toppings, creating an extraordinary dining experience that captivates the senses.



Brand Voice & Tone

At Birria-ish, our brand voice and tone reflect our vibrant and inclusive Latinx-inspired taco bar. We strive to communicate with our audience in a way that is energetic, engaging, and authentic to our brand essence.

Here are the key elements of our brand voice and tone:

Energetic and Passionate: We are passionate about Latinx flavors and the culinary experiences we offer. Our voice exudes enthusiasm, excitement, and a genuine love for the vibrant world of Mexican and Latin American cuisine. We aim to captivate our audience by sharing our energy and contagious passion for our craft.

Example: "Get ready for a flavor explosion that will make your taste buds dance! We can't wait to share our mouthwatering Birria-ish creations with you. Brace yourself for a culinary adventure like no other!"

Welcoming and Inclusive: We believe in creating a warm and welcoming environment for everyone. Our brand voice is inclusive and embraces customers from all backgrounds. We aim to make everyone feel comfortable, valued, and part of the Birria-ish community.

Example: "Step into Birria-ish, where flavors unite and friendships flourish. Our doors are open to all, whether you're a seasoned foodie or exploring Latinx-inspired cuisine for the first time. Everyone is invited to savor the magic of Birria-ish!"

Informative and Playful: While we take our food seriously, we also infuse our brand voice with playfulness and creativity. We aim to educate and inform our audience about our unique twist on Birria and Latinx-inspired dishes in an engaging and enjoyable manner. We use relatable language and a touch of humor to make our messaging memorable.

Example: "Prepare to have your taste buds do the salsa! Our Birria-ish tacos are like a fiesta in your mouth, with tender meats, zesty flavors, and unexpected toppings. Get ready to have your notions of traditional tacos delightfully turned upside down!"

Authentic and Genuine: We value authenticity and aim to build a genuine connection with our audience. Our brand voice is sincere and relatable, reflecting our commitment to delivering exceptional experiences and celebrating Latinx culture. We share stories, anecdotes, and behind-the-scenes glimpses to create an authentic bond with our customers.

Example: "At Birria-ish, we pour our hearts into every taco we create. Our recipes are a labor of love, inspired by cherished family traditions and a desire to honor the diverse flavors of Latinx cuisine. We can't wait to share our passion with you!"



Primary Logos



Full Color Logo



Black Logo



White Logo

Primary Font

NVDAASDAWADIDOHI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Primary Color



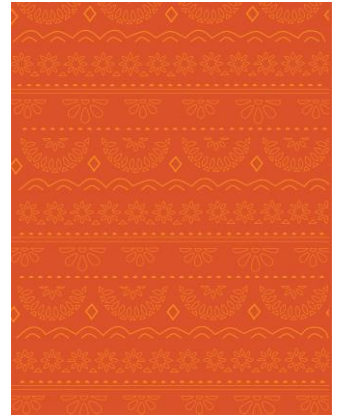
C 100	R 215
M 84	G 79
Y 100	B 39
K 2	

Secondary Color



C 44	R 157
M 0	G 203
Y 100	B 59
K 0	

Custom Patterns



Brand Photos





Menu Board Template

"IT'S KINDA BIRRIA, IT'S KINDA NOT. IT'S KINDA MEXICAN, IT'S KINDA NOT."



BIRRIA-ISH TACOS

PICK YOUR PROTEIN
Made like birria tacos, but with a customizable twist

Shredded Beef (XXX cal.)	\$X.XX
Shredded Chicken (XXX cal.)	\$X.XX
Shredded Pork (XXX cal.)	\$X.XX

HIT IT WITH YOUR CONSUMÉ
Consumé is the liquid our birria-ish meat cooks in and becomes incredibly flavorful in the process.

Beef (XXX cal.)	\$X.XX
Chicken (XXX cal.)	\$X.XX
Pork (XXX cal.)	\$X.XX



GET TOPP-ISH

Sliced Jalapenos (XXX cal.)
Pickled Red Onion (XXX cal.)
Chopped Cilantro (XXX cal.)
Spanish Cole Slaw (XXX cal.)
Mexican Cheese Blend (XXX cal.)
Lime Crema (XXX cal.)
Guacamole (XXX cal.)
Diced Onions (XXX cal.)
Pico de Gallo (XXX cal.)
Queso Fresco (XXX cal.)

GO SALS-ISH

Salsa Verde (XXX cal.)
Salsa Roja (XXX cal.)
Pineapple Salsa (XXX cal.)

BIRRIA-ISH BOWLS

PICK YOUR BASE

Spanish Rice (XXX cal.)	\$X.XX
Black Beans (XXX cal.)	\$X.XX
Ambos (XXX cal.)	\$X.XX

(Spanish Rice & Black Beans)

PICK YOUR PROTEIN

Shredded Beef (XXX cal.)	\$X.XX
Shredded Chicken (XXX cal.)	\$X.XX
Shredded Pork (XXX cal.)	\$X.XX

HIT IT WITH YOUR CONSUMÉ
Consumé is the liquid our birria-ish meat cooks in and becomes incredibly flavorful in the process.

Beef (XXX cal.)	\$X.XX
Chicken (XXX cal.)	\$X.XX
Pork (XXX cal.)	\$X.XX

GET TOPP-ISH

Lime Crema (XXX cal.)
Guacamole (XXX cal.)
Diced Onions (XXX cal.)
Pico de Gallo (XXX cal.)
Queso Fresco (XXX cal.)
Sliced Jalapenos (XXX cal.)
Pickled Red Onion (XXX cal.)
Chopped Cilantro (XXX cal.)
Spanish Cole Slaw (XXX cal.)
Mexican Cheese Blend (XXX cal.)

GO SALS-ISH

Salsa Verde (XXX cal.)
Salsa Roja (XXX cal.)
Pineapple Salsa (XXX cal.)

SIDES

Spanish Rice (XXX cal.)	\$X.XX
Black Beans (XXX cal.)	\$X.XX

DESSERT

Tajin Pineapple with Lime (XXX cal.)	\$X.XX
Churros (XXX cal.)	\$X.XX

2,000 calories a day is used for general nutrition advice, but calorie needs vary

Brand Tagline

"IT'S KINDA BIRRIA, IT'S KINDA NOT.
IT'S KINDA MEXICAN, IT'S KINDA NOT."

"IT'S KINDA BIRRIA, IT'S KINDA NOT.
IT'S KINDA MEXICAN, IT'S KINDA NOT."



ORDER GUIDE

DRY GROCERIES

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ITEM	VENDOR
BEANS, BLACK TURTLE, LOW SODIUM, CANNED	SYSKO
MAYONNAISE, LIGHT, KRAFT, BULK	SYSKO
OIL, CANOLA	SYSKO
PEPPERS, CHILI, GUAJILLO, DRIED	SYSKO
RICE, WHITE, LONG GRAIN, CONVERTED, DRY	SYSKO
SALT, KOSHER	SYSKO
SPIKE, CHILI POWDER, LIGHT	SYSKO
SPIKE, CINNAMON, GROUND	SYSKO
SPIKE, CLOVES, GROUND	SYSKO
SPIKE, CUMIN, GROUND	SYSKO
SPIKE, OREGANO, DRIED	SYSKO
SPIKE, PEPPER, BLACK, GROUND	SYSKO
SPIKE, PEPPER, BLACK, GROUND, FINE	SYSKO
SUGAR, GRANULATED	SYSKO
TOMATOES, WHOLE PEELED, CANNED	SYSKO
TORTILLA, CORN, WHITE, 6 INCH	SYSKO
VINEGAR, CIDER	SYSKO
VINEGAR, RICE, SEASONED	SYSKO

PRODUCE

2023 Operations Guide

ITEM	VENDOR
CABBAGE, GREEN, FRESH	PRODUCE
CARROTS, FRESH	PRODUCE
CILANTRO, FRESH	PRODUCE
GARLIC CLOVES, PEELED, FRESH	PRODUCE
GARLIC, CHOPPED IN WATER	PRODUCE
LIME, FRESH	PRODUCE
ONIONS, RED, FRESH	PRODUCE
ONIONS, SPANISH, FRESH	PRODUCE
ONIONS, YELLOW, FRESH	PRODUCE
PEPPERS, BELL, GREEN, PRE-DICED, 3/8", FRESH	PRODUCE
PEPPERS, CHILI, ANCHO, DRIED	PRODUCE
PEPPERS, CHILI, JALAPENO, FRESH	PRODUCE
PEPPERS, CHILI, POBLANO, FRESH	PRODUCE
PEPPERS, CHILI, SERRANO, FRESH	PRODUCE
TOMATILLO, GREEN, FRESH	PRODUCE
TOMATOES, FRESH	PRODUCE
CABBAGE, GREEN, FRESH	PRODUCE
CARROTS, FRESH	PRODUCE

MEAT/POULTRY/DAIRY

2023 Operations Guide

ITEM	VENDOR
BEEF, GROUND, CHUCK, ANGUS, RAW	PRODUCE
CHICKEN, THIGH, BONELESS, SKINLESS	PRODUCE
PORK, BOSTON BUTT, BONELESS, RAW	PRODUCE

ITEM	VENDOR
CHEESE, QUESO FRESCO MEXICAN	SYSKO
SOUR CREAM, REAL	SYSKO



BIRRIA ISH