

## Audio file

[Interview with Fred 2-9-24 1.m4a](#)

## Transcript

00:00:01 Imiun

I guess.

00:00:02 Imiun

In general, I guess the first question is how is your experience doing pop-ups is overall, is it something that you enjoy? That's what you do it or is it?

00:00:09 Imiun

Look at it or how.

00:00:09 Imiun

What you do it?

00:00:10 Fred

You've done for a while. Yeah. For me personally. I do it just to offer something different out there could be sites being typical style or.

00:00:22 Fred

My selling burgers. Something. Something different stuff.

00:00:25 Fred

Influence of the.

00:00:26 Fred

Cultural background I have and also my corner training.

00:00:29 Fred

Blending still using the science behind it because.

00:00:33 Fred

No trends like, you know, like we had Tom Douglas for a long time. We have been still for a long time and those names haven't changed for a long time. Yeah, at all. So it's like a new restaurant opened up, but it's like pasta. So that's great. You know, it's like even full. So you enjoy because it's the name.

00:00:48 Imiun

Yeah.

00:00:49 Fred

As I enjoyed this too.

00:00:51 Fred

Put it out there. Get the reaction from the new plane tail and see a little fire.

00:00:55 Fred

So.

00:00:56 Fred

Just push it out.

00:00:57 Fred

To try it out, what's what does Seattle want to say with support to run into something new? Or do they?

00:01:03 Fred

Want to stick with something?

00:01:04 Fred

To say.

00:01:04 Fred

The same and the end goal. Of course they go.

00:01:06 Amritha

Oh yeah.

00:01:07 Fred

For me and open the.

00:01:08 Fred

Brick and mortar will be my own thing, yeah.

00:01:09 Fred

Just offer what?

00:01:11 Fred

I can offer, yeah.

00:01:12 Amritha

So you are looking to open a brick and mortar later.

00:01:17 Imiun

OK. So so like right now you feel like it's you're testing things, you're testing out different products, different markets, different, different graphics.

00:01:24 Fred

Yeah, yeah. Different, different different area. What? What common, what doesn't come. What work out. So it depends on the area bar seems.

00:01:33 Fred

Good, but also.

00:01:35 Fred

Sitting down and eating is definitely a a better thing to do. I like to test it out to see what area does well, because of course the Wallingford has this on style. Capital has its own style. You know downtown, it's like, you know, they all have their own kind of style and not just pushing out there to see if they want to take a bite.

00:01:55 Speaker 4

Yeah.

00:01:56 Imiun

What do you look for when you search for public space?

00:01:58 Speaker 4

And I remember all night.

00:01:58 Imiun

Is it?

00:01:58 Imiun

Like quick traffic or amenities or whatever or maybe?

00:02:02 Speaker 4

I was so scared.

00:02:04 Speaker 4

President.

00:02:05 Fred

For me personally, when I look.

00:02:06 Fred

For a pop up space I.

00:02:09 Speaker 4

You have.

00:02:10 Imiun

Just look for the space.

00:02:11 Fred

If it's a functioning fitment, really number one, that's.

00:02:16 Fred

That's the order. If that's the case.

00:02:18 Fred

That wasn't the issue. It's not an issue.

00:02:20 Fred

For.

00:02:20 Fred

That besides that, anything else I don't worry about the foot traffic space. He will come in, but also advertisement on yourself is a big part.

00:02:27 Fred

Of.

00:02:27 Fred

It too, there's.

00:02:29 Fred

So many pop up here if you.

00:02:30 Fred

Don't put your.

00:02:30 Fred

Name out there and advertise yourself when they.

00:02:32 Fred

Know will come no matter where you are. People will follow you like they'll.

00:02:36 Fred

So I definitely look forward, just a space where.

00:02:38

Right.

00:02:38 Fred

I.

00:02:38 Fred

Can do it hard time or a day or a week or even a space like out the whole place for 500.

00:02:43 Fred

Or whatever it may.

00:02:44 Fred

Be just to have security and like.

00:02:49 Fred

A functioning service.

00:02:50 Imiun

Gotcha. Functional. So you do private dinners, right? So yours.

00:02:54 Imiun

He saw tickets and stuff, so maybe it's a little bit. Do you keep all?

00:02:56

You know.

00:02:58 Speaker 5

I love you.

00:02:59 Fred

Your problems? Not necessarily.

00:03:04 Fred

Paying for pop ups.

00:03:07 Fred

I bring in people that come in on top of their alcohol sales, normally with the bar, those beverages and more, it's.

00:03:12 Fred

Like good than the foods.

00:03:14 Fred

Top of the, whatever their crowd is normally and then also the food cutting in it just doubled up or tripled up the thing. So they're always excited about that. It's scratch my back, scratch yours kind of situation. Have nothing on Monday on Sunday.

00:03:18

Tell me.

00:03:21

When?

00:03:22

You.

00:03:26 Speaker 4

So.

00:03:28 Fred

I bring in, let's say another 15 on Sunday usually have like 5-1 study. Normally at the 2nd please your sales because I.

00:03:34 Imiun

Oh, so you do a pop?

00:03:35 Imiun

Up when they're open, OK?

00:03:36 Fred

I do it when they're open once. We like that and then.

00:03:38 Fred

And there are times where there is no service that day for the original establishment. I would just be me and I.

00:03:45 Fred

Just pay for.

00:03:46 Fred

My goods and services besides that the space is open unless I run out of space.

00:03:50 Fred

And that's it. They're.

00:03:51 Fred

So yeah, every now for like I ran out.

00:03:51 Imiun

Not open. They do sometimes do something, not open, but.

00:03:54 Imiun

Right. And those ones you do pay for?

00:03:58 Fred

For about. Yeah, yeah, yeah. For about.

00:04:00 Imiun

That typically just go to a service that's already open, that's mutually beneficial because you're bringing business that they wouldn't have.

00:04:07 Amritha

And quick question like do they know ahead of time that you're bringing in this many customers by like having some sort of data set like I've had so many followings?

00:04:20 Amritha

Do they look at your Instagram and?

00:04:22 Fred

No, not at all.

00:04:22 Fred

They they usually so far it's been I guess in the beginning it was just like a gamble and they're like we'll try it because why not? And then recently it's becoming more of a.

00:04:34 Fred

OK, I know, I know. I heard of you. I know. I've been to one your pop up before my buddy owns this place and he would just kind of come.

00:04:41 Fred

Having trivia night, we need.

00:04:42 Fred

Food would you be willing to do it?

00:04:45 Fred

A person in mind or just open to have someone come.

00:04:50 Fred



In.

00:04:51 Imiun

So it's kind of this like network.

00:04:52 Imiun

Of people you guys just sending you developing with?

00:04:55 Imiun

Like my face.

00:04:55 Imiun

Like in the same restaurant multiple times that your pop.

00:04:58 Imiun

Up or you?

00:04:58 Imiun

Make. Yeah, make all your own money.

00:05:00 Fred

Yeah, that's either multiple in the same place or though someone else looking for someone like, hey, I know.

00:05:06 Fred

A person who does pop up pop.

00:05:08 Fred

Ups will come to you or just give them a call, just like connecting any.

00:05:12 Fred

They know who our owners in the same kind of position are want something different. They'll do it because they already have.

00:05:17 Fred

A menu to serve people.

00:05:19 Fred

But they want something exciting or something new that they can't control.

00:05:22 Fred

Yeah.

00:05:22 Fred

So I'll reach out to someone.

00:05:26 Amritha

Yeah, they're recording.

00:05:28 Amritha

So I wanted to ask you like, did they ask for referrals like in the initial stage when you know you have done your pop up in one?

00:05:36 Amritha

Place.

00:05:38 Amritha

Do they look for referrals for a new place that you're in?

00:05:43

They look for.

00:05:45 Fred

Not necessarily necessarily, so it's.

00:05:47 Amritha

OK.

00:05:50 Fred

It's pretty much. It goes well. They'll ask you to come back. We have this days open and I try not to be a creature of habit because once you, in my opinion, if you want to start, keep going to the same place all over again. You get kind of stuck there. That's where you know you'll be at. So for me, I do. Maybe 2:00 to 3:00.

00:06:04

Wow.

00:06:07 Fred

Times and then I find somewhere else.

00:06:10 Speaker 4

OK. Yeah.

00:06:14 Imiun

And so you also discover spaces through that just.

00:06:16 Speaker 4

Through that work, OK.

00:06:17 Fred

Yeah, networking, emailing. I check out places that I.

00:06:21 Fred

Haven't been who've done.

00:06:22 Fred

Pop ups and I'll e-mail them directly. I'll go meet with them face to face or I'll grab food there and inquire networking there relationship there. If you put my stuff out there.

00:06:22

I knew.

00:06:29 Speaker 5

Stop.

00:06:32 Fred

There's tons of people that don't know who I am or want to do. Pop UPS will never have the chance to and I ain't.

00:06:37 Fred

Giving them a chance to.

00:06:41 Imiun

Have you ever heard of palpable or fair space?

00:06:44 Fred

Pure space? I think so. No, it's just like I believe picked out the middleman just directly. Yeah. So the apps nice in some ways, advice prefer to go in and look at.

00:06:45 Imiun

Have you ever used any kind of like an app or some kind of any kind of?

00:06:50 Imiun

Tool to do that this this.

00:06:51 Imiun

System and they never did.

00:07:01 Fred

The space check the vibe and.

00:07:03 Fred

Communicate with like the owner or whoever.

00:07:04 Fred

'S There or something else?

00:07:08 Amritha

So why do you think your space doesn't do that? Just asking.

00:07:12 Fred

Cool. Yeah, it's it's.

00:07:14 Fred

Right. That's the first thing, right?

00:07:16 Amritha

There it's. So what if they allowed you to talk to them and you know, like, reach out and then? Or is it like you just want to do physical?

00:07:25 Fred

Yeah, for physical conversation, that's the best way to build a rapport and.

00:07:25 Amritha

Scouting.

00:07:28 Fred

See how it.

00:07:29 Fred

Is like the judgment, the vibe, the energy. I think that's the best way to do.

00:07:33 Fred

Business in general. Just.

00:07:35

To talk.

00:07:35 Imiun

To them, would it help if?

00:07:38

Wait.

00:07:39 Imiun

You've had a database that was starting up.

00:07:40

My.

00:07:41 Imiun

One that just listed like.

00:07:42 Imiun

So you've you've listed everything.

00:07:44 Imiun

That was available there, but you.

00:07:45

Hello.

00:07:46 Fred

Didn't have a contact. You can just.

00:07:47 Imiun

Contact it yourself.

00:07:48 Imiun

If you want with that help.

00:07:49 Imiun

Or you just or do the everything.

00:07:51 Imiun

Is based on.

00:07:52 Imiun

The Rep.

00:07:54 Fred

I referred boots on the ground, but that's not. That's not a bad idea. It's even. It's a list. Everyone's available contacting them. I just feel there's so many ways someone.

00:08:02 Fred

Could drop the ball.

00:08:03 Fred

If they're contacting all these people, this person says I get back to you and the person is looking for.

00:08:06

So.

00:08:08 Fred

Spaces, contacts too many people in patient are just.

00:08:12 Fred

They're already booked.

00:08:13 Fred

Up already can't do it in rescheduling. That's like a big part of that. I don't think that app could fix. And now he's in a position where, OK, we still don't have any someone to come cook for us last minute. Can we find someone versus, like, a scheduled routine? Because I guess it's.

00:08:26 Fred

But.

00:08:28 Fred

Responsibility on both parts, the creator or the artist in the space. This artist has a hiccuping hand form. Noun space has no one there to cover it up, and the fault is that kind of nobody's. He doesn't call. No call, no show, which happens a lot with people. So that's just like enough.

00:08:50 Imiun

Has the pop-ups, would you say like they've been financially beneficial overall?

00:08:55 Fred

For me, for me it's it's, it's financial.

00:09:00 Fred

It benefits me only, I think it.

00:09:01 Fred

Only benefits me because of coronary training of cost control and what what my unit is and what I actually make versus people just like I'm gonna make food and it's good and it's how much it costs me and realize they only made 100 bucks because they pay for your space pay for their equipment and they take this 100 bucks and.

00:09:13

Nice.

00:09:17

1.

00:09:18 Fred

It's still under, yeah.

00:09:20 Speaker 4

So yeah.

00:09:21 Speaker 5

Yeah.

00:09:22 Amritha

So you don't have a problem with discoverability, right?

00:09:27 Fred

But it does this for me. And you know, I can't speak for.

00:09:30 Fred

Other.

00:09:30 Fred

People because I am a very like outgoing like outspoken person with myself, positions where I'm uncomfortable or what's new. I'm OK with that. I know some people are not like you are good and they want to like not to hand out but they.

00:09:43 Fred

Want someone to, like, pull them up a little bit?

00:09:45 Imiun

So you do a pop up, it's your.

00:09:46 Imiun

Goal.

00:09:47 Imiun

To.

00:09:50 Imiun

Get more followers to follow you for for future projects and good to be profitable. Make assign money and more money. Or is it for your own self learning is there or is it all somewhat viewable?

00:09:54 Speaker 5



Just.

00:10:01 Fred

A little bit of everything because the.

00:10:03 Fred

Pop up scene for me at first is.

00:10:05 Fred

Something new.

00:10:06 Fred

With fine dining to making food at a bar, it's a it's a learning experience. The following if people like Paul, that's OK. Not the biggest concern of my own, but in the end time it's brick and mortar.

00:10:15 Fred

Right.

00:10:19 Fred

That way it's establishment.

00:10:21 Fred

People will.

00:10:22 Fred

Rumor has it, you know.

00:10:27 Speaker 4

Thank you.

00:10:33 Speaker 4

Here.

00:10:37 Imiun

OK. That's interesting. Yeah, I think maybe everybody had.

00:10:39 Imiun

Different goals, probably.

00:10:40

Mm-hmm.

00:10:40 Imiun

Like some people that like I'm actually built like follow.

00:10:43 Fred

I know a person who does the pop ups personally on you guys. She's like she it's her daughter and she's, like, trying to back to school. And she says what she knows and that's her.

00:10:52

Yeah.

00:10:56 Imiun

So why don't you think you have loop ready yet? Or just the cost or?

00:11:02 Speaker 4

Just looking.

00:11:03 Fred

Around the places.

00:11:13 Amritha

Is there anything else I can?

00:11:15

She asked for you.

00:11:17 Imiun

Different.

00:11:18 Amritha

OK. OK. Enjoy.

00:11:20 Fred

Yeah, sorry for me. It's just the space selling point. What's in the kitchen? Was everything working? Everything just keep an eye on mine on when purchasing weather. Like, helpful job to go by. What side? To side and all this other stuff recently.

00:11:26 Speaker 4

Uncomfortable.

00:11:39 Fred

China, China pepper chili pepper down the street there. They're selling their their place. And I went to even toggle for a while now. But then at the same time, if anyone help goods or want to offer more.

00:11:41 Imiun

Yeah.

00:11:48 Fred

Money.

00:11:48 Fred

Though so so.

00:11:51 Fred

Price is OK and also just just depends. There's a lot of repeated.

00:11:56

Better.

00:11:56 Fred

There's on the street, so it's got to.

00:11:57 Fred

Be different too.

00:11:58 Fred

But I want to.

00:11:58 Fred

Hit in is it set up for what?

00:12:01 Fred

You know, so it's not like over there, OK.

00:12:04 Imiun

So you feel like you're ready to actually pull the trigger and actually open the space. Do you feel like you're equipped for it? You're, like, ready to do it like, or is it more like, oh, there's so much logistics with the business, licensing and permitting you.

00:12:07 Fred

Oh yeah, yeah.

00:12:18 Fred

Oh, no, I think I'm right. You already have.

00:12:20 Fred

Business license I have through the state of King County of higher risk serving items all these classes.

00:12:28 Fred

I have papers.

00:12:29 Fred

On I do my taxes already. My guy number. I have my set.

00:12:30 Fred

Let's.

00:12:32 Fred

And like that's yeah.

00:12:33 Imiun

Do that.

00:12:35 Fred

No, no. Most people are not. Some people don't have any idea of this, just this of the state. The DBA is our business licensing thing like that. Some people are just doing it because they're trying to.

00:12:47 Fred

Get their name out but.

00:12:49 Fred

It's unfortunate only because I've been in restaurant industry for a long time.

00:12:53 Fred

Just understanding.

00:12:56

OK.

00:12:58 Imiun

Kind of. We'll get into like.

00:13:00 Imiun

I know you've been in the restaurant industry. You've been around other businesses and owners and stuff quite a bit. So I kind of want.

00:13:04 Imiun

To bring a little about that, your thoughts on this?

00:13:07 Imiun

Oh.

00:13:08 Imiun

Uh, do you have any other questions?

00:13:09 Imiun

About pop ups.

00:13:10 Amritha

No, no, I think.

00:13:12 Amritha

I'm.

00:13:13 Imiun

What do you think is?

00:13:13 Imiun

One of the biggest struggles with small businesses, a sign of these.

00:13:17 Imiun

Does your friends want to open?

00:13:19 Imiun

Something or or like do you think like?

00:13:23 Fred

I think like you like take.

00:13:24 Fred

A risk?

00:13:25 Fred

They don't like to.

00:13:25 Fred

Take a risk. Yeah, they don't guess they ever wants to save money and like, not.

00:13:29 Fred

Do as much.

00:13:30 Fred

Where you know when you find out if you make 10 grand and save 10 grand, it will be OK in.

00:13:34 Fred

My opinion that's that's just. That's how I feel.

00:13:38 Fred

But the point of opening a place and trying to put the work in, which is a lot of work to do, a lot of a lot of, are dedicated to that kind of kind of style, understanding that it's.

00:13:48

And.

00:13:49 Fred

There be hours you will not get paid for it. You might have to have friends help you without getting paid. If you want to get things correctly done. You know so and paying other people when you're ready.

00:13:57 Fred

Going through that fails and fail a lot.

00:13:59 Fred

Of people just.

00:13:59 Fred

Can't deal with failure in my opinion.

00:14:08 Fred

So there is a thing in the restaurant world. If your restaurant survives 3 years.

00:14:13 Fred

You consider to be a giant or a God. Nothing you're doing good.

00:14:16 Fred

But you survive from all the.

00:14:18 Fred

Overhead and payments you.

00:14:19 Fred

Thread through your straight and you're good.

00:14:21 Fred

Usually people can't survive through years. Five years. You're like a dinosaur.

00:14:25 Speaker 4

OK.

00:14:29 Imiun

Do you feel like a lot of people that that are raised, assigned, do they have like business plans, planned production, those things that they have those and if they have?

00:14:37 Imiun

Them. Do they have to help them?

00:14:41 Fred

I it's hard to say for others.

00:14:43 Fred

Because you get you get.

00:14:44 Fred

To do it in.

00:14:45 Fred

The business plan, but then like you have no idea what the numbers look like.

00:14:48 Fred

Or what's your cost control? Are you?

00:14:49 Fred

Will probably fail, you know? Yeah.

00:14:52 Fred

That we have a restaurant restaurant bringing 80% of profit and you're being 10%.

00:14:56 Fred

Profit and you?

00:14:57 Fred

Sell mostly cards and know what's going on is wrong. Yeah, that's so I think.

00:14:58

You can.

00:15:00 Fred

That to figure out. So yeah.

00:15:04 Imiun

Do you think that people do enough market research before they open businesses?



00:15:09 Fred

No, I I feel like.

00:15:11 Imiun

They don't. They both.

00:15:12 Imiun

Like like like gut feeling or.

00:15:13 Fred

Were just like they want they want to.

00:15:18 Fred

Open.

00:15:19 Fred

They figured open for anything. They have the space at a time. They're like, trying every bunch of stuff, but they forgot there's another burger shop right across the street. So now you know it's the same thing and the same block that the pizzeria stop before pizza.

00:15:32 Fred

Places on the.

00:15:33 Fred

In line.

00:15:34 Imiun

So you see, like some of the lot of them open.

00:15:36 Imiun

Like with emotional.

00:15:38 Imiun

They, they. They.

00:15:39 Imiun

Go with their emotional and how you feel. They just they feel so strong about their product. They just emotional about it.

00:15:45 Fred

I think there's overwhelmed by the excitement.

00:15:47 Fred

And fully thinking that they're like.

00:15:49 Fred

If they've been planning so long to open up a rack and mortar and have all the money now and all the right permits and stuff, I think they're going to forget to stop, to actually look around and see what's happening, what's pulling down, what's going up, what's going by those like. Those are small details, but those are details.

00:16:03 Fred

That matter most?

00:16:08 Imiun

Do you feel like?

00:16:08 Imiun

Focus are helpful to small businesses.

00:16:12 Imiun

I don't think it works any at all, but.

00:16:17 Fred

For small business I.

00:16:18 Fred

Don't think they're helpful unless you're.

00:16:21 Fred

Unless you're trying to open something.

00:16:22 Fred

You need, you know.

00:16:24 Fred

And if you're.

00:16:24 Fred

Trying to something something small like, you know, bigger.

00:16:27 Fred

Than this kind.

00:16:27 Fred

Of I think.

00:16:27 Fred

Like in this.

00:16:28 Fred

You'll be OK.

00:16:30 Fred

If you have a product, then I do.

00:16:31 Fred

Your cost control.

00:16:34 Imiun

Do you feel?

00:16:34 Imiun

Like that small business would find business flying spaces on their own, no problem.

00:16:38 Fred

Typically, yeah. If if. If, yeah, if someone knew.

00:16:41 Fred

Where to look?

00:16:42 Fred

And how to look, yes.

00:16:44 Fred

I would say yes, I.

00:16:45 Fred

Wouldn't say it's not useful.

00:16:46 Fred

But some people they'll have to like find a.

00:16:49 Fred

Broker you know?

00:16:51 Imiun

Space.

00:16:53 Imiun

You feel like you don't need a filter.

00:16:54 Imiun

OK, no, you can find those things.

00:16:57 Imiun

Right. You know what you want? Yeah.

00:17:00 Amritha

Where would you look for listings? Where would you look for listings?

00:17:02

So what is it?

00:17:04 Fred

Ohh ones by Bissell like any.

00:17:06 Fred

Business that's right now is.

00:17:07 Fred

Open that's selling their place.

00:17:11 Fred

Word of mouth conversations because sometimes people are not listening this off market selling.

00:17:17 Fred

It's. I just know what?

00:17:19 Fred

You looking for? I just hear about someone.

00:17:20 Fred

Going out of business or how things.

00:17:22 Fred

Going, yeah.

00:17:23 Fred

So the broker is pretty much going to do the same thing you're doing. You're going to look online to see what's available, what space in there, and that's that's how it goes when you can take time.

00:17:29 Speaker 4

Thank you.

00:17:32 Fred

To travel. That's it.

00:17:37 Imiun

Do.

00:17:38 Imiun

You ever feel like you don't need one, but you don't feel like brokers are hindrance?

00:17:42 Fred

No where your your second space, you can't be if all your time is on one space and you're right, open up another.

00:17:51 Fred

One maybe there's.

00:17:52 Fred

Time to go travel. Check it out and call you.

00:17:55 Fred

Already, but I don't think they're needed first first, unless you have good friends or doing.

00:18:00 Fred

It with you but.

00:18:01

Yeah.

00:18:02 Fred

It's not for everyone, but sometimes.

00:18:03 Fred

It does help with other people.

00:18:07 Imiun

And you like either a broker or something that that's what is needed for problems to be guided.

00:18:13 Imiun

In the process.

00:18:15 Imiun

Like for you? Do you need guidance to like get a feel closed if you like?

00:18:20 Fred

Did it feel closer for guidance? Not necessarily. But you know, I would have someone there like maybe a a lawyer or like or let's say, you know, whatever 2 understandings out of property outside the damage has come in in control.

00:18:20

Here you go.

00:18:35 Fred

Of course, closing cost was coming off.

00:18:36 Fred

Points it depends how much you have to give yourself.

00:18:39 Fred

And the situation itself.

00:18:47 Imiun

Do you feel like you could buy, sell and other things to find open listings? And that's a pretty popular way.

00:18:54 Imiun

People use it right now.

00:18:55 Fred

It's it's about.

00:18:56 Fred

That's a good start. That's a.

00:18:57 Fred

Good start. Good start.

00:18:59 Fred

I think that's only if you want to look around and find something. That's it. This is a good start, but most people I know who are selling bars and everything, it's it's where the mouse, you know, we're out there, advertise yourself and put it out for these. So like it's.

00:19:11

I got.

00:19:14 Fred

You want to save yourself the headache of doing all the work and do it yourself, or just how I broker to do it for you. That's what comes in, that's to me.

00:19:20 Fred

That just costs more money.

00:19:21 Fred

But doing that work yourself, you know, keep all the money in that you can.

00:19:26 Amritha

But but when you have like expanding right it becomes hard because you don't want to spend your time on. Look I mean say I don't know it depends on how you look at it, right? Like if you're expanding you are still trying to run your business and then.

00:19:29 Fred

That's when.

00:19:34 Speaker 4

That is.

00:19:43 Fred

For sure, if you're expanding and you need some ice.

00:19:44 Fred

Somewhere else and you need to have a broker.

00:19:46 Speaker 4

OK.

00:19:47 Fred

Or if you are have a dedicated staff or you have someone you trust like your manager or not.

00:19:52 Fred

After they're there for before you.

00:19:54 Fred

Go out and do.

00:19:54 Amritha

Your own research, like a property manager.

00:19:57 Fred

Manager, area managership whatnot.

00:20:05 Imiun



It's good ways for a small business to start out, to start building credibility, either to eventually get to space.

00:20:13 Imiun

Or get some.

00:20:13 Imiun

Financing. Like what? What are you in your ways are some good ways for businesses to?

00:20:18 Imiun

So build credibility.

00:20:19 Speaker 4

It's.

00:20:22 Imiun

I'll stick up for.

00:20:22

Hi.

00:20:24 Fred

Just to just to start, just to start right, just to start, does that everyone can wait.

00:20:31 Fred

Till the next time or online. But.

00:20:33 Fred

So you'll you'll notice you start getting one item, you start selling with or two items, but you have to start somewhere somehow. So that's that's the main point of.

00:20:42 Fred

It when you come to the queue.

00:20:43 Fred

Where you be more. But he's your girlfriend there.

00:20:44

You.

00:20:45 Fred

That's that's the only way I think.

00:20:47 Fred

For anyone who's serious about being independent or small business, they have to start. You gave someone to train you and walk you through. It doesn't mean going to do well doesn't mean this is going to be a good thing for you, but you have to, like have the.

00:20:51

So.

00:20:59 Speaker 4

Are you?

00:20:59 Fred

Audition to do it yourself.

00:21:03 Imiun

And then just start and.

00:21:06 Fred

Yeah. So I can adjust, right. Are you familiar with missing that? Yeah. So is the restaurant called?

00:21:13 Fred

Musang a Filipino.

00:21:14 Imiun

Yes.

00:21:16 Fred

The mail or if I got the owner.

00:21:17 Fred

Name. She started out doing pop-ups, serving one day, set the bar and she did that for a while, just moved to 2:00 and 3:00 and then out there a couple years. She got her with water.

00:21:26 Fred

And it was.

00:21:27 Fred

A thing it was just getting out on the starting and that's it. It was the.

00:21:30 Fred

Same thing every.

00:21:31 Fred

Day, but that's all she had tried. Really. No money, that's.

00:21:35 Fred

That's your goal.

00:21:36

And see what happens.

00:21:39 Imiun

So I'm curious about, you know, her how how? Yeah, she did the Papas in my bar. You training for before?

00:21:41 Speaker 4

Person with.

00:21:47 Imiun

How does she found her president? Was it through just pop ups and make it?

00:21:50 Imiun

Saving money in there? Or is it?

00:21:52 Fred

Their job too. It's like you like Superman.

00:21:58 Fred

And you're if you're, if you're overhead.

00:22:01 Fred

And cost is not expensive.

00:22:03 Fred

You can do.

00:22:04 Fred

What you can.

00:22:05 Imiun

Do pasta soups.

00:22:05 Speaker 4

Like you know. Yeah. Yeah. She has two.

00:22:06 Fred

Right. It's like a double anything like that, that's.

00:22:08 Fred

Inexpensive. You can do well.

00:22:12 Amritha

Did she? Did she do?

00:22:14 Amritha

Something permanent later, I'm sorry.

00:22:17 Fred

Restaurants now.

00:22:24 Imiun

Like for her, she got such a big name from her from the pop up set. Was it? You felt like it was public. You. I mean we never talked to her, interviewed it, but he popped her to get a space to sign her. Right.

00:22:37 Speaker 4

Thank you.

00:22:37 Fred

Kind of the first space it.

00:22:38 Fred

Was to. I know, I know.

00:22:40 Fred

Yeah.

00:22:40 Fred

So I'm looking around.

00:22:41 Fred

That happen.

00:22:42 Fred

For it and then.

00:22:45 Fred

After a while it was just.

00:22:47 Fred

Reviewed and like articles and other communities like people you know, big Filipino communities like put in the Filipino community Hall and Rainier, a big sponsoring there was that like community in the back, one articles behind there. So once you find open it was like boom, a big take off everything will show support. So a lot of our.

00:23:05 Fred

Community support that made.

00:23:06 Fred

It like happen more.

00:23:06

No.

00:23:08 Amritha

So when she was looking for space, right, do you think like when she's looking for funding or finance, right. So the fact that you have a following that the fact that you have been successful doing pop ups that must have helped right or?

00:23:21 Speaker 4

Ohh push it for sure, yeah.

00:23:24 Fred

For your pop up, just like, is this a smaller step before the restaurant and all your food costs your food cost, your end of your goal is they go into a brick and mortar. Also it goes or we stock in your supplies. That's what goes to your pop up.

00:23:37 Fred

Any common profit go to your next goal.

00:23:41 Imiun

Would you like your pop ups so you keep like a record of that, like like somehow pictures or media? Or is that part of your designate? You feel like if you're building, or do you just like it's your own personal experience and you don't take that to like update?

00:23:56 Fred

Keep I keep it like places like then how many people attended? How many people months ago? What went wrong or anything?

00:24:05 Fred

I could do to change that.

00:24:06 Fred

Space prize. Timing wise. Yeah, that's all accounted for. It's always a reflection period of every service that we pop up. There's always gonna something. It's always going to be something that goes wrong in my opinion for anything and everything in the restaurant world when you're by yourself is how do you adjust and how do you fix?

00:24:22 Fred

That.

00:24:24 Amritha

Did you struggle with accounting?

00:24:26 Amritha

Like trying trying to keep track of what your profit margin was now.

00:24:31 Fred

No, no I have.

00:24:34 Fred

I probably build out.

00:24:35 Fred

A spreadsheet of cost and yield percentage and everything, and it will purchase and all that from training from other schools and stuff. But.

00:24:44 Imiun

You didn't struggle with it, but you feel like that accounting and proper accounting, the financials and cost is a big deal.

00:24:53 Fred

It's a big deal. I there's people I know who just got signed contracts or a brick and mortar place, but they don't know how to cost control. What? What is what our scheduling.

00:25:09 Fred

Just from words of mouth and seeing this in person, yeah, it's everyone could cook, but the other part of being the whole.

00:25:11 Speaker 4

Hi.

00:25:17 Fred

Stuff mentality is knowing how to do all.

00:25:19 Fred

That you know, it's hard to buy your chicken from the grocery store versus a whole chicken breaking it down.

00:25:26 Imiun

And like in running a business, starting a business, once you sign a lease.

00:25:27 Speaker 4

I.

00:25:32 Imiun

Like again, you know how to do.

00:25:33 Speaker 4

I pledge.

00:25:34 Imiun

That, but how?

00:25:35 Imiun

Important do you?

00:25:35 Imiun

Think that is for someone to be able to.

00:25:37 Imiun

Stay for.

00:25:39 Fred

I think it's important to knowing what you're signing delivery is assigning because a partnership they locked in forever is assigning because like we're going to do a rotating guest chef like a fair start goes up.

00:25:52 Fred

I guess if they rotate, people will come in and out. Yeah, it is. What? What are you saying? That's important to know what your goal is? That if you were to be flexible, that's that's not what you want. Let's step closer to what you want. So in my, in my opinion, if where you want to go with it, are you OK with this? Is it as far as you want to go or not?

00:26:03 Imiun

But.

00:26:12 Amritha



I'm just going to go back to the accounting bank. So you said you have a spreadsheet. You know, like you must have customized it over the time. Do you think like if if app or something that does this like you know work for you, would that be?

00:26:18 Fred

Right.

00:26:32 Fred

Someone does that?

00:26:33 Fred

If they if it will be helpful, but only way that can happen is they have to actually work beside.

00:26:38 Fred

Me.

00:26:39 Fred

To like cause it's knowing how much yield of a cup.

00:26:44 Fred

For Rice make it's like 2.5, so I won't cover rice is 2.5 plus rice and I give a lot of quarter of it for each serving like.

00:26:44 Speaker 4

Gentleman man. Hello blaze. God.

00:26:52 Fred

It's that map.

00:26:53 Fred

Of knowing.

00:26:54 Fred

Your dough cost, of course, is pizza 25.

00:26:56 Fred

Cents if it's per.

00:26:57 Fred

Dough, they charge 20 bucks for pizza, including your toppings. Just that.

00:27:05 Imiun

It's interesting because I need to.

00:27:06 Imiun

Take a step back.

00:27:06 Speaker 4

There you.

00:27:06

Go.

00:27:06 Imiun

So you feel overall that those numbers and accounting and understanding numbers that is very, very critical to a successful business for.

00:27:14 Fred

For profit, at least, yes.

00:27:15 Imiun

Exactly so.

00:27:17 Imiun

You have your own system that you do right, whether it's spreadsheets or whatever. You have your own templates that you created. Yeah. Yeah, but I'm guessing a lot of.

00:27:18

Uh-huh.

00:27:29 Imiun

Businesses don't depend right?

00:27:32 Fred

I hope they.

00:27:33 Fred

Do. Yeah, I don't know if they, hopefully they do.

00:27:36 Speaker 4

What?

00:27:37 Fred

Normally people come in with a.

00:27:38 Fred

Business plan you how much things?

00:27:39 Fred

Cost and how much you're.

00:27:40 Fred

Serving. Yeah, but I think.

00:27:43 Amritha

What about in the pop up space?

00:27:45 Fred

I.

00:27:45 Fred

Don't think I do with.

00:27:46 Imiun

You.

00:27:47 Fred

No, I think there's like serve food.

00:27:48 Speaker 4

Yeah.

00:27:48 Fred

Out, you know.

00:27:49 Fred

Like, oh, I spend this much money.

00:27:50 Fred

What's new?

00:27:51 Fred

This much money I made from.

00:27:53 Fred

It I don't think a.

00:27:54 Fred

Lot of people do cost control.

00:27:55 Fred

Sheets or how much more easier?

00:27:58 Imiun

But do you think that if there?

00:27:59 Imiun

Was a tool that.

00:28:01 Imiun

People could punch in like it's a template. Just punch it in and it will give you a good thing if you have.

00:28:07 Imiun

Your own tool.

00:28:07 Imiun

You can use this tool.

00:28:10 Fred

That, you know, they don't have.

00:28:11 Fred

To set up a spreadsheet or.

00:28:13 Fred

Google feature something and it's like free formatting.

00:28:15 Fred

It would be good for them to.

00:28:17 Imiun

Do it but.

00:28:17 Fred

Also, it's learning how to do it.

00:28:19 Fred

And what is?

00:28:19 Fred

It you know.

00:28:20 Imiun

Interesting because I grew up in a small business like immigrant business, no formal training. Yeah.

00:28:26 Imiun

Everything anybody in Chinatown, the chefs or anybody knows how much anything costs? Yeah.

00:28:31 Imiun

Just kind of guessing.

00:28:33 Imiun

Nobody has a spreadsheet. Nobody know that Chinatown restaurants have a spreadsheet, I guarantee.

00:28:37 Speaker 4

You about that?

00:28:38 Fred

Oh yeah, yeah. Do that for sure. It was like there's already, like a brick and mortar in place and you're ready there without any overhead or like gold cording and you're just there and you're right. Necessary for, like, if you, if you're if you know you're.

00:28:50

No.

00:28:50

Like.

00:28:51 Fred

If you know your overhead is low from this protein, like rice noodles, chicken and cooking stuff, you're pretty excited to go and your labor cost. Right now we're about to be working there, the owner.

00:29:01 Fred

With there with.

00:29:02 Fred

Without paying some out or whatnot, you know that's.

00:29:04 Fred

OK. But if you hit?

00:29:06 Fred

It for a pop up I think.

00:29:08 Fred

That's something that's.

00:29:08 Fred

Important to have you know, because if you do want to.

00:29:10 Fred

For me, if you want to go to a brick and mortar and you probably want to know what you're.

00:29:13 Fred

Spending how much you're saving it, how much is space?

00:29:16 Fred

Costs the average.

00:29:16 Fred

Space for that, for people who are in.

00:29:18 Fred

The business, who are already there is.

00:29:20 Fred

It pop-ups or.

00:29:21 Fred

It's a bit more right there, different there.

00:29:24 Amritha

Also, it might help like based on your cost of produce and all of that. Like if you can predict.

00:29:28 Speaker 4

Thank you.

00:29:30 Speaker 4

Guys, did they?

00:29:31 Amritha

How much should you sell it for? Does that is that a problem like based on the location or how much you sell your product for like item for?

00:29:31 Imiun

Win, they win.

00:29:44 Speaker 4

Is it's not.

00:29:45 Fred

It's not a final location, it's just that you.

00:29:47 Fred

Want to like?

00:29:47 Imiun

At least two.

00:29:48 Fred

.5 to 3% like back of what you're saying to make it.

00:29:53 Fred

Because like it's my location. If someone's gonna like it, they're gonna buy it. You know, a burger is a burger. Wherever you go, you want to get.

00:29:58 Fred

The hamburger gonna buy a burger? Yeah, that's.

00:30:04 Fred

When it comes.

00:30:04 Fred

To produce, you decide. It's of course the size.

00:30:07 Fred

Everything without tomato, one tomato and a whole pizza charge like an extra 5-5 more tomatoes. We're never actually buying a whole tomato into slices.

00:30:19 Imiun

So let's say it's like in the possible world. Like do you like, do you usually like, say, like most people that do pop ups are connected with other people? Do pop-ups. Was that network does it like I just do my own? I don't know.

00:30:19 Speaker 4

I guess.

00:30:34 Fred

I think so, I think.

00:30:35 Fred

So the paper was still a little new.



00:30:36 Fred

To me, because I normally do like I do private cheffing private parties. Yeah, like tasting menu. The bubble world. It's. It's a different thing.

00:30:44 Imiun

Well, I guess even the private shop like you, also your own private events and stuff like that. I consider that kind of like.

00:30:51 Fred

I know. Anyway, if it's not.

00:30:53 Fred

It is not.

00:30:53 Fred

Thrown by someone else and doing it yourself, it's.

00:30:55 Fred

A pop up and that.

00:30:57 Fred

That would actually connected to a bunch of chefs who do.

00:31:00 Fred

Their own their tasting menus and like I do.

00:31:03 Fred

Style plating Papa style and then pop.

00:31:05 Fred

Up people, they have their own thing going on.

00:31:07 Fred

You have your.

00:31:07 Fred

People, people get to meet and as you go, you.

00:31:09 Fred

Just connect with them more and.

00:31:10 Speaker 4

More kind of.

00:31:12 Fred

Kind of funny. Everyone has a little different thing to pop ups on this side towards the pop-ups South of Tacoma, yeah.

00:31:19 Imiun

You know, a lot of it's not that, you know the percentage, but do you have you heard of a lot of businesses that were like started as a pop up or private dining that's turned into like brick and mortar?

00:31:29 Imiun

Is that a common story here, or is that pretty rare?

00:31:32 Fred

It's pretty rare most.

00:31:33 Speaker 5

You're right.

00:31:33 Fred

People do pop ups and private cheffing to stay away from restaurant industry because they sometimes they could hack it and like it. It's stressful. But yeah, it's it's I'm the opposite. I like the high intensity so.

00:31:47 Imiun

You have a. There's like something like you.

00:31:49 Imiun

That eventually wants to open their own.

00:31:50 Fred

Brick and order.

00:31:51 Imiun

Not as common.

00:31:52 Imiun

As somebody gets us Thursday, just for short term.

00:31:56 Imiun

Short term interest, right. Right, they.

00:31:58 Fred

Said their style of whatever they have.

00:32:01 Fred

Going on with.

00:32:01 Fred

This and you, they'll make it happen or someone.

00:32:04 Fred

Want to make extra.

00:32:04 Fred

Money they might.

00:32:05 Fred

Go to be heavy catering for accepting.

00:32:08 Speaker 4

Right.

00:32:08 Fred

And then sometime.

00:32:09 Fred

Maybe straight to a restaurant?

00:32:09

Right.

00:32:11 Fred

But.

00:32:15 Speaker 4

I'm sorry, Sir.

00:32:17

I gotta just.

00:32:20 Fred

There's a guy named Lennox.

00:32:22 Fred

He's he's he does this politician.

00:32:24 Fred

Style kind of face and he.

00:32:26 Fred

Is in the pop out for a while and.

00:32:27

I didn't. I didn't hear anything.

00:32:28 Fred

He had no.

00:32:28 Fred

Point of opening up brick and mortar.

00:32:29 Fred

To his wife, convincing to do it you.

00:32:31 Fred

Know he just want to do it to get by. He lost his job.

00:32:34 Fred

He went back to the restaurant industry. He's done with it.

00:32:37 Fred

You have like, calls him for everything, but now that he's got a following, someone reached out to.

00:32:42

Right.

00:32:43 Fred

Him to say hey, do you want?

00:32:44 Fred

To do it, he said yes, he's on adventure now, but it's causing him.

00:32:48 Fred

A lot of.

00:32:48 Fred

Grief and struggles this time, but it's it's hard.

00:32:53 Imiun

Have you done stuff outside?

00:32:54 Imiun

Of Seattle, yeah.

00:32:56 Imiun

Like small towns.

00:32:57

Well.

00:32:59 Fred

Vegas how I cook off in.

00:33:02 Fred

The desert of Vegas, it's took. It also fires.

00:33:04 Fred

On with pallets.

00:33:05 Fred

This thing called come cook at.

00:33:07 Fred

Me. It was in.

00:33:08 Fred

California, I had a friend to.

00:33:09 Fred

Say hey, you have a slide do.

00:33:11 Fred

You want to.

00:33:11 Fred

Come and do it, and yeah, she'll come.

00:33:14 Fred

That I did not dislike it for next level check one box.

00:33:15

Just start.

00:33:19 Fred

Right. That's it.

00:33:21 Imiun

You have the host of like pop up or you have the host of pop up for a private dinner if they.

00:33:27 Imiun

Like 100 home.

00:33:29 Fred

In another city, cities, cities and then also in Burien, Burien twice.

00:33:35 Fred

And then the 4th.

00:33:35 Speaker 4

Really, I don't know.

00:33:36 Fred

One was that place your place and.

00:33:38 Fred

Then right now I'm working on.

00:33:41 Fred

I'll pop up in Burien.

00:33:43

In this kitchen.

00:33:44 Fred

At a church behind them, they.

00:33:45 Fred

Don't use it. So somebody that from.

00:33:48 Fred

And hopefully those places chilly.

00:33:51 Fred

For us in Seattle, I.

00:33:51 Fred

Guess too, with chili pepper there too, everywhere that's open and I'm there to go. I am ohh  
11/1 dinner party 11.

00:33:58 Fred

Worth all fun?

00:33:58

Yeah.

00:34:00 Imiun

Are those successful outside of Seattle?

00:34:03 Fred

Yeah, it's more of an intimate.

00:34:04 Fred

Moment. They want something a little fancier.

00:34:07 Fred

More more expensive for the clients because they're traveling and they want to be something they can get in to find iron place.

00:34:13 Fred

Like honey, butter powder or lemon foam all.

00:34:16 Fred

This other cool.

00:34:17 Imiun

Stuff because I'm curious of like, like a pop-up culture and like trying like pop up. It's a more uniquely Seattle thing or if it's like, you see that in other.

00:34:27 Speaker 4

Cities too hustle in here.

00:34:28 Fred

It is just like want to be a.

00:34:31 Fred

Few more like.

00:34:33 Speaker 4

But if people.

00:34:35 Fred

Save that same energy and do it somewhere else. You probably get a lot of nose, but they're.



00:34:38 Fred

Often yeses like Tacoma.

00:34:40 Fred

Gig Harbor. I did wanting Gig Harbor so it was new. They never done it before, but they're OK and.

00:34:43

Alright.

00:34:46 Fred

Then you go to.

00:34:46 Fred

West Seattle not too far away.

00:34:49 Fred

Like people are not about it, they're not about the pop up. So let's Seattle. No one has their own place, no guest guest spot. I know.

00:34:56 Fred

Two places there.

00:34:57 Imiun

You mean like?

00:34:59 Imiun

People that want to host, we don't have customers that want to.

00:35:02 Fred

Close. Yeah, you don't want host, they have this.

00:35:07 Fred

Hosting before on the app.

00:35:10 Fred

And it went really bad and now this person doesn't wanna do anything at all like that. Doesn't want to like that shipped to.

00:35:16 Fred

Their court because.

00:35:17 Fred

It was bad. Yeah. So it's like it's a risky. It's a risky thing and this person.

00:35:23 Fred

Talk yourselves out really good. Like I worked at a I worked at a because I worked at his missing star restaurant in France and he was like 20.

00:35:30 Fred

3.

00:35:30 Fred

Very young, but it didn't.

00:35:32 Fred

Go as planned, yeah.

00:35:33 Amritha

Can I ask you like, how do you?

00:35:36 Amritha

Like in your mind, what do you think? Pop up first like person who wants to go to pop up, reduce the risk for where they want to host, right?

00:35:48 Fred

When house honestly in my mind.

00:35:51 Imiun

Go was available. You know. You go. What's?

00:35:54 Fred

Available and advertise yourself the best.

00:35:56 Fred

You can because whoever is going to be interested when they walk in there, they will go, you know, try it or maybe they won't try it. But your point is to still get the experience, get your name out there and maybe it's a bus, but you were only supposed to have getting the.

00:36:09

I will.

00:36:10 Fred

Hang of it.

00:36:11 Fred

Because it's not.

00:36:13 Fred

You going to pop up and usually how you bring in all your own stuff.

00:36:15 Fred

You know, if they have equipment.

00:36:17 Fred

It's good. Sometimes they don't have equipment. If you have to be, it's every time the learning curve, no.

00:36:18 Speaker 4

No.

00:36:22 Fred

Matter where it.

00:36:22 Fred

Is, you know it's. You gotta learn from it. Just get it. No guarantee you'll make.

00:36:26 Fred

Money. If you're not ready, but yeah.

00:36:30 Imiun

I think that's all the official questions we kind of.

00:36:31 Speaker 4

Yeah.

00:36:32 Imiun

Have. Yeah, so.