

Consultation Questionnaire—Branding

1. Who is your ideal customer?

Office people, business person. Are we locking ourselves in a box by doing that? Do we want to make it available to the hipster crowd? Our audience are the ones who will allow to work the hours we want. Never want the 2am fraternity crowd. Even if they branch out to a restaurant, they would imagine they would close at 10 or 11.

Cha Cha Cha model? Cha Cha? Cha? Most expensive/fancy is Cha.

Brick and Mortar rest- hipster or family? More family, por que no style.

Like the simple and clean look. Not cluttered. Modern. Authentic. Kitchen is open and visual for the guests to see their food being made. Prep at the window?

2. What makes your food unique?

Fresh ingredients, no cans, spices/spicy, salsa menu, when we say spicy, we mean it. Authentic, high quality, hormone free meat, lots of flavor. Fajitas? Cochoveal? -- Marinated meat, simmers, roll the tacos, pour the broth on top, pickled onions and

The Hook- salsas, signature dish.

Salsa's- why are they different? The touch with seasoning. The peppers taste different every time you buy them, Jose has the perfect touch with balancing the ingredients for consistency. Roasted peppers, boiled peppers, etc. We need to have a meeting just around the salsas. **Tagline:** Just add salsa? All you need is salsa? There's something about the Salsa.... Pideme salsa (give me salsa).

3. Can you describe the "personality" that your branding efforts (website, logo, tagline, etc) would have on your behalf? If brand were a person, what kind of person would it be?

Bright, houses set in the mountain, yellow, bright and cheery, colorful and clean, dependable (starbucks vs. dutch bros), fun,

4. Which of these words is a better fit for your brand? Traditional or modern?

Kind of in the middle, lean towards traditional (warm and homey), but it needs to be clean and sterile.

5. Which of these words is a better fit for your brand? Friendly or corporate?

Friendly

6. Which of these words is a better fit for your brand? Professional or cheeky?

Professional

7. What colors do you like? Any you particularly don't like? Tones/depth (bold, soft, primary, etc.)

Bright colors, orange, green, yellow. Represents the vegetables. Likes to have multiple colors hold their own, not have one color be the main color. Stay away from Brown.

8. What are the core values you want your brand to convey?

Dependable, spark-inducing, consistency,

9. What are your short term and long term business goals?

Timing: sooner than later to open food truck. Beginning of July open date.

Cater as well, and simulcast salsa.

10. If you asked your customers to describe your food in 3 words, what do you hope those words would be, and why?

Fresh, spicy, satisfying, flavorful, addictive, complex, interesting,

*** I like the idea of choosing a name that easily transitions to a micro restaurant (obviously), and I am not sure that MEX PDX has a broad reach, especially if they start to sell their salsa. My favorite name that they have suggested so far is Serranos. I also still really like the idea of somehow channeling Veracruz into the name -KB

Top Choices:

El Puerto 33 (domain available) (available through the state)

PePe's Kitchen (domain not available) (available through the state)

PePe's 77 (domain available)

Pepe Caliente (domain available)

Serranos (available through the state)

PePe's 77 (domain available)

Available Domains:

- pepespx.com
- pepeskitchenpdx.com
- pepes77.com
- pepesmexican.com (available for auction, right now at \$350.00)
- elpuerto33.com
- puerto33.com
- serranoskitchen.com
- serranospx.com

Google Searches:

- Pepe's Kitchen
 - PePe's Oregon search brings up:
 - Don PePe's Mexican Food Oregon City
 - PePe's Mexican Restaurant- Madras, Oregon
 - Tio Pepe- Eugene, OR
 - In Portland:
 - pepe le moko
- Serranos
 - a search of serranos oregon brings up:
 - a correction of serrato's (a mediterranean restaurant)
 - also, there was a murder in oregon named Roberto Serrano who was given the death penalty
 - serrano's bounce house in medford oregon
- El Puerto 33
 - when searching el puerto oregon:
 - tienda el puerto is a grocery store in astoria oregon
 - puerto ricans in oregon facebook

- el puerto de angeles III in hood river- restaurant

Pepe 33
Pepe Caliente
Pepe picante

New Ideas

Picante Intelligentsia
Picante Express/Expresar
Perfecto Picante
Picante Pacion (Passion)
Picante Puro or Puro Picante (Puro=Pure)
Picante Gusto
Norte Picante
Picante Padre

Picoso Loco
Picoso

Dinámica
Vibrante
Casero Cocina
La Salsa
Mesa Diablo
Desperado Grill
Mucha Lucha
El Charro

Previous Favorites

Serrano's Concina (or just Serrano's)*
El Sabor (the flavor)*
Serrano y Amor or Amor y Serrano [serrano and love -- Jose & Kia]*
Poco Picante @\$
¡Sabroso! @!\$ (tasty!)
Pideme (sp?)l mas (give me more)
Picante Vez (spicy time)
Oregon Taco Company ORTaCO
Willamette Spice Co.
Smoke & Spice
Love & Spice
Sizzle & Spice
Nacional 33 (oregon is the 33rd state)
Poblano Roasters Inc.
Saint Serrano
Sizzle & Spice
Sizzle, Eat, Repeat

Not Quite

Saint Spice

Spice Inc.

Tortilla & Spice

Cocina Corazón or just Corazón

Santo Serrano

Cocina Casero [Casero - home, homemade, domestic]

Casero

Cocina Vibrante

Un Hombre'

La Alma (the soul, spirit, heart, life-blood)

la patria [homeland, fatherland, mother country]

Vibrante

Sastre's (might sound normal to them, but it's got a great Mexican sound... Easy to say and remember.

Serranos Kitchen

El Serrano Express

El Serrano Kitchen

Amor y sabor

Mesa fresca [fresh table]

Cafe Serrano

Especia de vida (spice of life)!

Cafe Fresco

Fresca Concina

Nacho Papas [they should definitely sell nacho fries!]

Lunch of My Life

Taco Macho

MexiGO pdx

Taco Mexpress

GuacaROLLe

tacOHmy by mexigo pdx

tacOMG

Taco it to me

Uno, Dos, taco

Piquante Love

Yo Como

Mi Taco Su Taco

Boca Local

Serrano Amigo

Casero [home, homemade, domestic, homey]

el consuelo [comfort solace]

Serrano alma

serrano corazón

Vistoso [colorful]

Cayena (Cayenne pepper)

Verde

Caliente (hot)

Plato (plate)
Platillo (small plate or main dish)
Quemador (stove burner)
condimento (seasoning)
Rellano
Rellano Rey
Poblanos
Spice of Life
ardidente (fiery)
fuego (fire)
cocina
Yo Como (I eat)
comida (food)
come (eat)
Amor y spice [love and spice]
MEX PDX
Serrano Let's Roll - Food Truck ...or... Serrano's Food Cart

Veracruz themed:

Cruz
Vera Oro (oro means gold, hernan cortes discovered Veracruz in search of gold)
Villa Rica (Rich Village -- the city that Hernan cortes first established)
Vera Taco
VeraChili
Vera Sabor
Vera Serrano
Otomí
Xalapa
Rio Blanco

TAGS

Authentic. Fresh Addictive.
Authentically fresh.
Fresh. Flavorful. Addictive.

All you need is **SALSA** is all you need.
Just add salsa!

Spice up your meal!
Spice up your day!
All you need is **SPICE** is all you need.

SUB Taglines/Ideas:

What's your spice level?

Brand Name	Notes/Comments
Serrano's Cocina (or just Serrano's)	This is our favorite of your additions! We like that it has a directional connection to the ingredients of Jose's salsas. It sounds great and is easy to read.
El Sabor	The Flavor. One of the greatest things about your food is the flavor and the seasoning. We like that this has the potential to create the reputation of being "The Flavor" of Mexican food in Portland.
Serrano y Amor or Amor y Serrano	Serrano and Love/Love and Serrano. Both of these connect with the love of your food, love of ingredients, love of flavor and spice. They sound great when spoken, look great when written. Also, it is easily understood.
Poco Picante	A little spice. We like this, because the alliteration rolls off the tongue nicely and because it touches on the spice factor of your food without sounding too spicy.
¡Sabroso!	Tasty! We like the sound of sabroso, we also like that it plays off of the 'tasty' theme in Portland (Tasty and Alder, Tasty and Sons"). Visually, it also looks nice.
Pideme Mas!	Give me more! Similar to the Por que no? vibe, we like that it implies that your food is addictive.
Picante Vez	Spicy time! Touches on the complex flavor and spice factor of your food. We like that it reads "time for some spice!", and opens the door for a lot of great taglines!
Vibrante	We like that this will go hand in hand with a colorful logo and also describes the vibrant, fresh flavor of your food.

Demographics

2014 Numbers:

- Multnomah County reports there are approximately 829 mobile food units operating. That includes all of the food carts in pods throughout the city, food trucks and a myriad of other vehicles used for food service (i.e. catering trucks)
- According to a local food cart blogger, there are 525 food carts operating in the pods on a day to day basis in all quadrants of the city.

- 2014 saw the growth of food trucks in Portland who drive around to catering events or post up a corporate and business campuses. An estimated 45 trucks operate in the city at any given time.
- There are at least 80 mexican themed carts/trucks in the Portland Metro area.
- Portland now has 40 food cart pods located from east to west, north to south. The pod at SW 10th and Alder is by far the largest with over 55 vendors open daily. Cartlandia on SE 82nd has grown to become the largest pod outside of downtown Portland with 31 carts along with an onsite bar and music venue. [Pod Map](#).
- Beer/Wine – 12 food cart pods now serve beer or wine with a few – Q19, Mississippi Marketplace, The Fixin' To and Cartlandia which offer onsite bars with indoor seating.
- Portland added approximately 100 new vendors in 2014 with almost the same amount of vendors closing.