



MEXICAN GRILL

A vibrant, modern approach to traditional flavors

Introduction

- Brand vision
- Market opportunity
- Design and branding
- Menu highlights
- Who's eating B's



Vision and Mission

Vision Statement:

“To redefine Mexican dining with a vibrant, modern twist that appeals to all.”

Mission Statement:

“Delivering fresh, customizable Mexican cuisine in a fun and modern environment that caters to health-conscious and flavor-seeking diners.”



Market Overview

Mexican Cuisine's Popularity: Among the top three favorites in the U.S., with a market worth over \$80.3 billion in 2023.

<https://www.ibisworld.com/united-states/market-research-reports/mexican-restaurants-industry/>

- **Mexican cuisine is one of the fastest-growing segments in the fast-casual restaurant sector in the United States.** It appeals to a wide demographic due to its variety, bold flavors, and adaptability to health trends.

<https://datassential.com/resource/mexican-food-growth-united-states/>

- The shift towards **health-conscious eating has been significant in recent years**, with consumers increasingly looking for options that offer both nutrition and flavor.

<https://www.mintel.com/insights/food-and-drink/global-trends-driving-evolution-of-healthy-eating/>

- B's Mexican Grill aligns perfectly with this trend through its customizable menu that allows customers to control ingredients, portion sizes, and combinations to suit their health preferences.



Branding and Identity



Fiesta Like There's No Mañana!

Moodboard

Essence of Dining Experience:

The mood board captures a lively and engaging atmosphere by blending the festivity of a Mexican fiesta with the freshness of a grill-focused restaurant, creating a unique and inviting dining environment.

Typography and Design:

Typography combines modern vintage with playful fonts to enhance the brand's festive character, bridging traditional Mexican motifs with a contemporary dining feel.

Color Scheme:

A vibrant and bold palette reflects the restaurant's festive nature, using lively colors to attract a diverse clientele and set an energetic tone.

Logo Concepts:

Early logo designs incorporate iconic Mexican elements like chili peppers and sombreros, connecting the restaurant's visual identity with Mexican culture and the cuisine's zest.

Food Photography:

Emphasizes healthy food options with images set against bright backgrounds to highlight ingredient freshness and appeal, targeting health-conscious diners.

Modern vintage and playful fonts



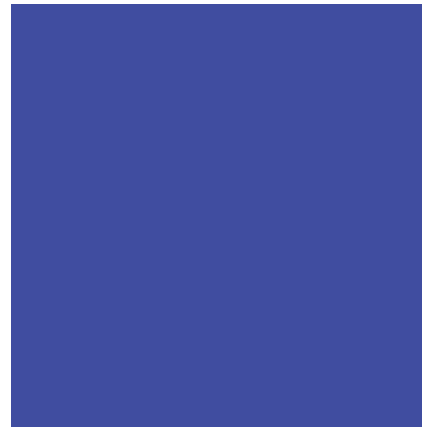
Photographs will be set against bright and vibrant backgrounds, enhancing the freshness and appeal of the dishes



Brand's approachable and festive character but also bridge traditional Mexican cultural motifs

Incorporating iconic Mexican symbols such as a chili pepper or a sombrero

Color Palette



Fiesta Inspiration: The chosen colors—deep blue, vibrant orange, teal, yellow and pink—are inspired by the lively and colorful papel picado often seen at Mexican fiestas. These colors are synonymous with the vibrant, festive decorations that adorn streets during Mexican celebrations, reflecting the joy and energy of these events.

Culinary Connection: The vibrant palette draws parallels to the diverse and colorful array of Mexican cuisine. **Vibrant orange mirrors the zest of chili peppers, teal suggests the freshness of cilantro and limes, yellow evokes the warmth of corn tortillas, and pink recalls the vibrant colors of tropical fruits used in Mexican desserts and drinks.** These colors evoke a sense of culinary adventure and freshness central to the restaurant's menu.

Stand Out from the Crowd: By opting for these bright and non-traditional colors instead of the typical red, white, and green often associated with Mexican restaurants, B's Mexican Grill sets itself apart in a saturated market. This distinctive choice not only makes the restaurant visually memorable but also communicates a modern and innovative approach to Mexican dining.

Modern and Approachable: Utilizing a crisp white background enhances the vibrancy of these colors, contributing to a clean and contemporary look that appeals to a broad demographic. The white space accentuates the freshness and clarity of the dining experience, inviting guests into a bright and cheerful environment.

Logo Design

Logo Symbolism:

Personal Touch: Features the letter “B” for Brian, the owner, paired with a stylized Mexican sombrero, symbolizing a personal and culturally rich dining experience.

Typography and Design:

Modern and Readable: Utilizes a bold, rounded sans-serif font. “B’s” is prominently displayed above “MEXICAN GRILL,” highlighting the restaurant’s focus.

Cultural and Symbolic Elements:

Festivity and Heritage: The sombrero emphasizes Mexican festivity and Brian’s personal hospitality, enhancing the authentic cultural appeal.

Color Palette:

Vibrant and Meaningful: Combines deep blue for reliability, vibrant orange for energy, and crisp white for a clean, modern look, mirroring the lively spirit of a Mexican fiesta.

Overall Appeal:

Inviting Atmosphere: The design fosters a family-friendly environment with its festive and approachable style.



Logo Design





The Menu

Customization:



B's Mexican Grill empowers customers by allowing them to build their own meals.

Dietary Accommodations:


The menu is designed to accommodate different diets including vegetarian, vegan, gluten-free, and low-carb options

Quality of Ingredients:

Fresh, locally sourced ingredients that contribute to healthier meal options without sacrificing flavor.

**MEXICAN GRILL**


1 WHAT WILL YOU HAVE

**Salad Bowl**
With taco shell upon request only.
We serve only 4 toppings per salad.

**Taco Shell Bowl**
A crispy, golden-brown taco shell bowl, perfectly shaped for holding your favorite fillings.

**Burrito**
12" tortilla served warm then filled with your choice of base, protein, toppings, and cheese.

**Taco**
We make our tacos with onion and cilantro.
3 tacos per order.
Choose between flour tortilla or corn tortilla.

**Quesadilla**
All our quesadillas are served with shredded lettuce, sour cream, guacamole, and salsa.

2 PICK A BASE



- Arugula
- Coconut rice
- Dirty rice
- Mix greens
- Romaine
- Shredded lettuce
- Spinach
- White rice
- Yellow rice




3 PICK A PROTEIN



- Cajun chicken
- Chicken
- Chorizo
- Shrimp
- Slow roasted pork
- Steak
- Veggie/Bean/Tofu



4 TOP IT OFF




Black bean	Pinto beans
Cilantro	Pico de Gallo
Corn salsa	Roasted corn
Guacamole	Shredded lettuce
Jalapenos	Sour cream
Onions	Tomatoes

5 SAY CHEESE



- Feta cheese
- Monterey jack cheese
- Pepper jack cheese
- Shredded mozzarella
- White cheddar cheese


6 FEELING SAUCY?





Caesar	Ranchero	Salsa Verde
Habanero sauce	Roasted jalapeno salsa	Tomatillo
Ranch	Salsa Roja	Tomato salsa

APPETIZERS
Chicken tenders
Chicken wings
Fries
Jalapeno poppers
Loaded fries
Mozzarella sticks
Sweet fries


**CHIPS & SALSA**
Guacamole
Just chips
Nacho cheese
Salsa
White queso dip

**SIDES**
Cajun chicken
Chicken
Chorizo
Coconut rice
Dirty rice
Shrimp
Slow roasted pork
Steak
White rice
Yellow rice

**DRINKS**
Horchata
Jamaica
Jarritos (assorted)
Lemonade
Passion fruit
Tamarindo

**MEXICAN GRILL**

Fiesta Like There's No Mañana!



15 Highland Ave, South Attleboro, MA 02703
www.BsMexicanGrill.com

Who's Eating B's Mexican Grill



Rose

The Busy Professional

Scenario: Lunch break, needs a quick, nutritious meal.

Solution: Customizable, healthy options at B's Mexican Grill.



The Anderson Family

Hard working Parents
with hungry kids

Scenario: Dinner after work, looking for a convenient and healthy meal for the whole family.

Solution: Variety of options that cater to everyone's preferences.



Steve

The Health-Conscious Millennial

Scenario: Seeking a fun, vibrant place that offers fresh, healthy food.

Solution: Customizable meals with fresh ingredients in a lively atmosphere.

Competitive Advantages

- B's Mexican Grill stands out from the competition
- Unique branding and modern interior design.
- Healthier, customizable menu options.
- Superior customer experience with efficient service and a welcoming atmosphere.



Q & A



Thank You

