

# Mexican Supplier Tests Concept in U.S.

Case Study\*



**café tamalli**  
CASUAL • MODERN • MEXICAN

\*Project conducted with Technomic.

CHAIN ASSOCIATES

# The Situation

## Mexican Supplier Develops & Tests Concept in U.S.



A Mexico City tamale manufacturer wants to develop and test a fast-casual restaurant chain for U.S. and international expansion.

- ▶ Tamales should represent 60% of sales
- ▶ Concept should reach U.S. Mexicans and Anglos
- ▶ Chain must “have legs” and an EBITDA of 20%
- ▶ Company had no current U.S. base of operations

# The Actions

## Mexican Supplier Develops & Tests Concept in U.S.



CA consultants developed and managed a 4-part concept development & test process including both business and creative elements.

- ▶ Defined business model and financial opportunity
- ▶ Created brand position, menu, concept, and design
- ▶ Tested concept and food with consumers in 4 cities
- ▶ Developed operating systems and manuals
- ▶ Finalized launch plans and roll-out plans

# The Results

## Mexican Supplier Develops & Tests Concept in U.S.



The client participated in all business and creative decisions – developing the concept of their dreams.

- ▶ A tamale bakery-café concept created
- ▶ All business plans and financials completed
- ▶ Tamale sales begun in the U.S.
- ▶ Ideal launch venues located in 2 cities

Contact: [info@chainassociates.com](mailto:info@chainassociates.com)

CHAIN ASSOCIATES