

Latin



Food

Blessing

PERUVIAN CUISINE

Our Team



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Client Background

Delivering delicious & comforting Peruvian cuisines, Sara opened Latin Food Blessing just last year to bring Peruvian culture to all in Gainesville.

A lively, festive sit-down restaurant, she calls it a home for Gainesville locals, Florida Peruvians, and those looking to explore more about latin culture.

Latin Food Blessing serves everything from appetizers to Peruvian food specialties, drinks, and desserts at down-to-earth prices. With a passion to serve, Sara aims to educate Gainesville on Peruvian culture and spread awareness about her quality specialty recipes.



LOGO



FONT



KEY COLORS



Wonsmith

Bubblebody Neue

Josefin Sans



#002949



#D92B1D



#F5CA1E



#04CBBA



#04CBBA

The Blessings



Papa Huancaína



Antichuchos



Ceviche



Sandwich de Lomo Saltado



Alfajores



Chicha Morada



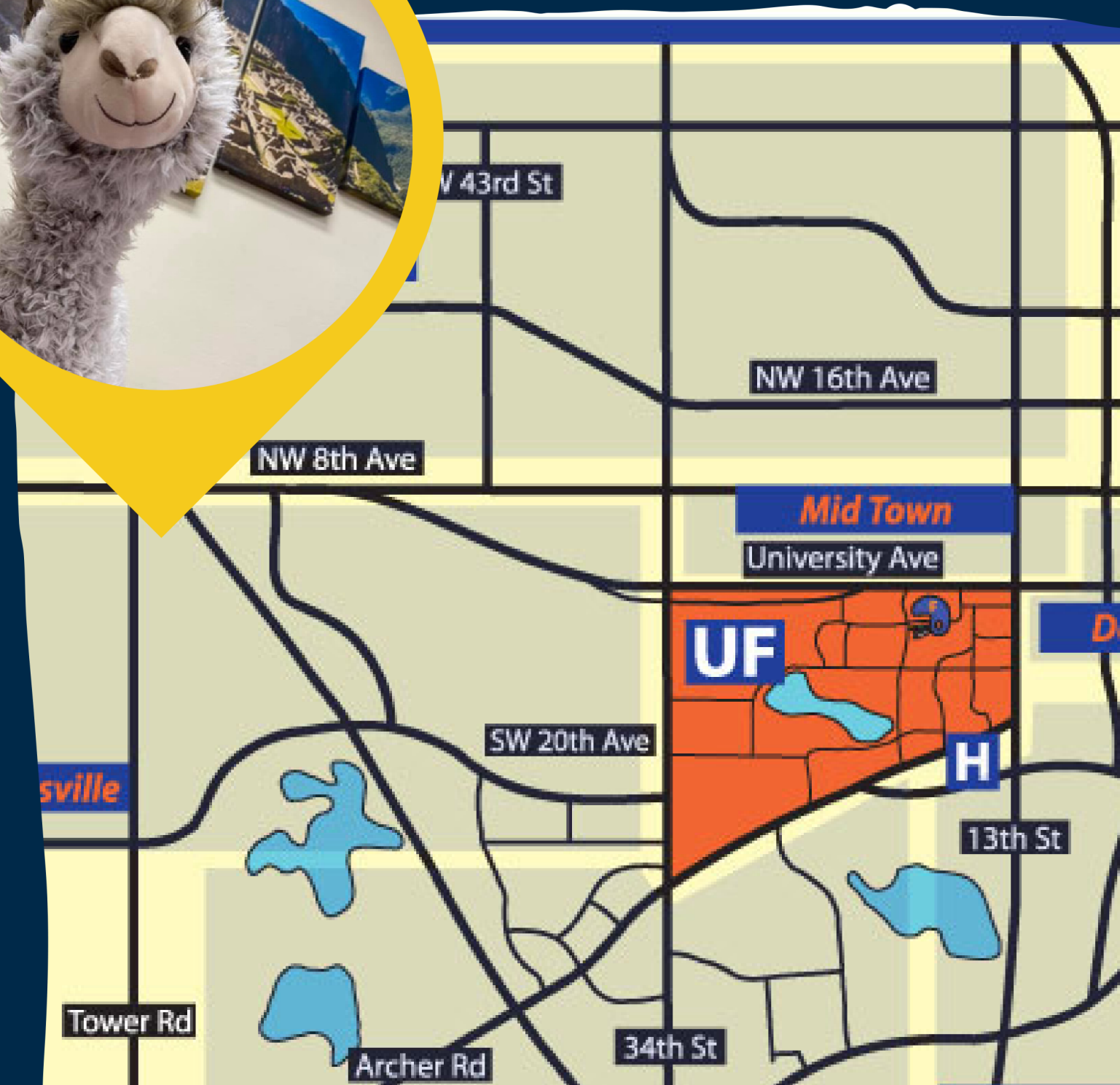
Lomo Saltado

How can we help?

- Little awareness from Gainesville locals about location and Peruvian distinction
- Little traction to entice repeat customers or increase customer loyalty
- Little promotional efforts



meet Lamberto



Client Goals



- Build brand loyalty and strengthen relationships among current and future customers
- Provide promotional efforts to entice customers
- Add more awareness of "Peruvian Cuisine" elements



DELIVERABLES

5% Off Flyer

Latin  Food
blessing
PERUVIAN CUISINE



*tell them elevate sent you:
scan the QR code for 5% off*

Latin  Food
blessing

352-870-3267

PERUVIAN CUISINE

7249 NW 4th Blvd

latinfoodblessing.com

QR code flyers were created and passed around on campus to increase initial awareness with students

Stamp Loyalty Business Card



To boost loyalty from current and new customers, we created a loyalty stamp business card!

1 Visit = 1 Stamp! On their 4th visit, repeat visitors can get a free chicha morada or dessert

Stamp Loyalty Flyer

Latin  Food
Blessing
PERUVIAN CUISINE

FREE  or 

COLLECT YOUR LOYALTY STAMP

1 VISIT = 1 STAMP! 
4th Visit Get a Free Chicha
Morada or Dessert!

MENU 



Latin  Food
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MENU 

Gift Cards



Gift cards for customers, their families, or friends were implemented to create an incentive for them to re-visit and nurture a warmer brand relationship!

Print Store Recommendations

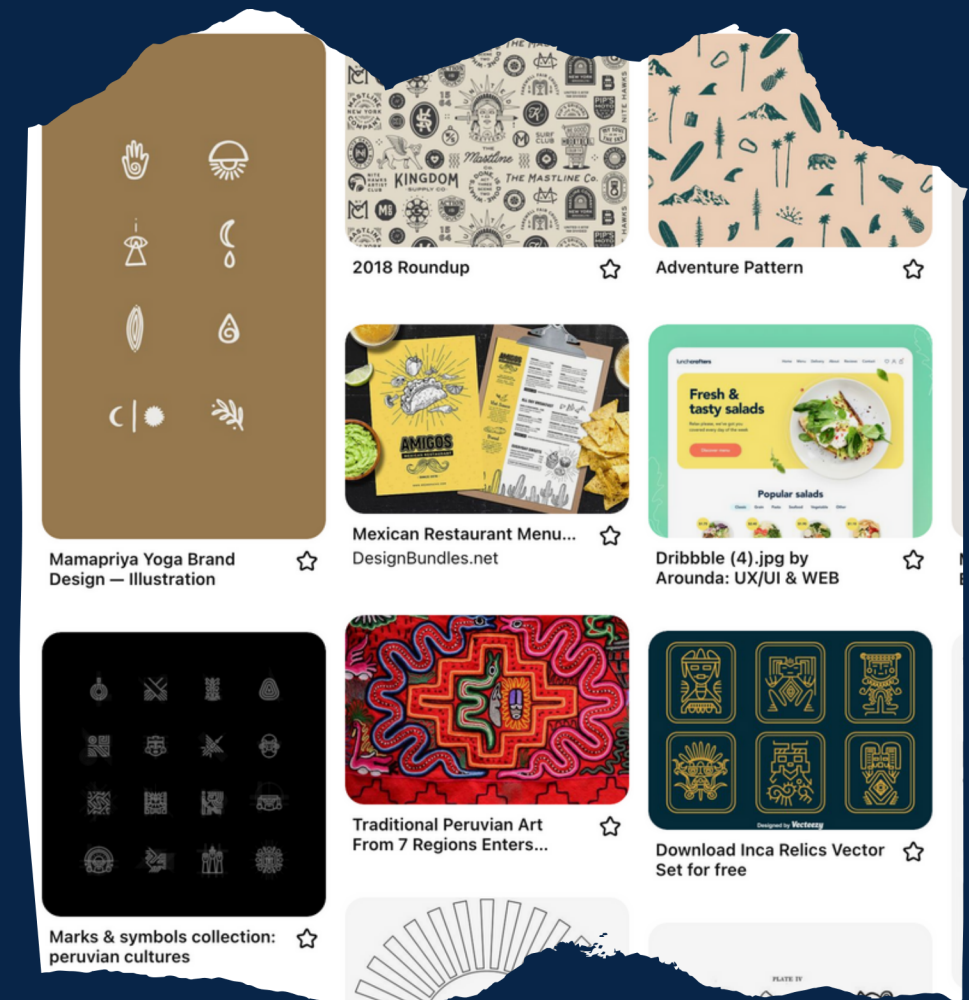
The client was having all print products created in Peru. Although it was cheaper to create there, there was shipping costs, and it was a much lengthier process.



Website Suggestions



- Simplify
- Update site hierarchy
- Use precise language
- Use more Peruvian motifs and designs
- Create a digital version of the menu



Website Wireframe

These are wireframe recommendations and ideas to show the client how she may improve her website in the future





Thank you for letting us be a
part of your brand voice!

