

AN INTRODUCTION



Cantina LAREDO®

*gourmet mexican food*

*owned and operated in the UK by Oriole Restaurants Limited*



ORIOLE RESTAURANTS  
LIMITED



Cantina LAREDO®

*gourmet mexican food*



## ABOUT CANTINA LAREDO

*It's Mexican food, but not as we know it.*

*For over 25 years in the USA, Cantina Laredo has established an excellent reputation for bringing the fresh and vibrant tastes of real Mexican cuisine to discerning diners.*

*Experts in showcasing the depth and variety of authentic Mexican food, the team at Cantina Laredo knows that eating the Mexican way is a far cry from the Tex-Mex meal kits or quick service restaurants that have become popular in recent years.*

*With its diverse influences - from the early Mayan Indians to the Spanish, French, West Africans and Portuguese - Mexican food has evolved over many hundreds of years, combining a vast array of ingredients, flavours and cooking methods. Tex-Mex, on the other hand, is a relative newcomer, a hybrid cuisine which was created in the USA and uses many ingredients that aren't featured on a bona fide Mexican menu.*

*There are currently very few places to enjoy authentic, gourmet Mexican food in the UK but Cantina Laredo is set to change that. With plans for 35 new restaurants in this market over the coming years, Cantina Laredo is going to become the very first nationally available restaurant to offer Mexican cuisine that's faithful to the way Mexicans have been cooking – and enjoying - it for generations.*



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## OUR RESTAURANTS

*Cantina Laredo is a gourmet experience but it's also a place to relax so the restaurants look sophisticated but feel informal.*

*The focal point of each restaurant is a sweeping, solid limestone bar which is stocked with a world-class selection of wines, beers and, of course, the spirits that go into Cantina Laredo's extensive range of cocktails. The crowning glory of the cocktail menu is the 'Casa Rita', house margarita, made with freshly-squeezed lemon and lime juices and served frozen or on the rocks. Variations on this classic incorporate mango or pomegranate purée.*



**DESIGNED TO COMFORTABLY SEAT 220 GUESTS, THE UK'S FIRST CANTINA LAREDO IS LOCATED AT ST. MARTIN'S COURTYARD, COVENT GARDEN, IN THE HEART OF LONDON'S THEATRELAND. IT IS OPEN MONDAY-THURSDAY, NOON-11.30PM; FRIDAY AND SATURDAY, NOON-MIDNIGHT AND SUNDAY, NOON-10.30PM.**



*Cantina Laredo's mission to make real Mexican cuisine nationally available wouldn't be complete without flying the flag for tequila which is so much a part of Mexican culture and tradition. Cantina Laredo is known for its love of tequila and offers a range of over 30 of the world's very best, 100% blue agave varieties. These are sourced (and tested!) by a dedicated team who encourage guests to develop an appreciation of the spirit akin to that of the whiskey connoisseur.*

*At every Cantina Laredo, monthly Tequila Dinners are organised to encourage people to learn more about the famous spirit which was first made almost 700 years ago and is still produced today from hand-harvested agave plants. The bar menu includes a 'Tequila Flight' during which guests can taste and compare three different varieties.*

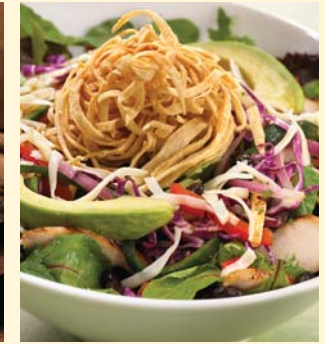
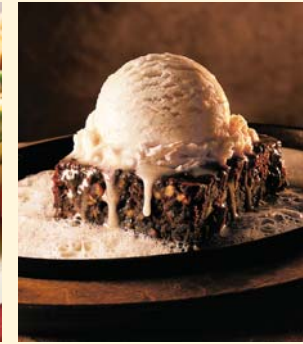
*A private dining facility ideal for celebrations is available in most restaurants and there are plans for al fresco terraces at many locations*

## ON THE MENU

*Cantina Laredo honours the Mexican tradition of investing time and passion into the sourcing, preparation and cooking of fresh, wholesome food. For instance, cooking sauces from scratch using traditional ingredients takes a lot of effort but the result is far superior to using a preservative-laden product from a bottle. Throughout the day, enchiladas are hand-rolled by chefs trained in traditional methods and Cantina Laredo's trademark Top Shelf Guacamole is prepared at the guest's table using 100% fresh ingredients.*

*Across the menu, there is equal emphasis on colour, aroma and flavour, making Cantina Laredo a fun and delicious experience even before the first forkful.*

*Whilst browsing the menu, every diner at Cantina Laredo receives two complimentary salsas, chilled 'Roasted Tomato Salsa' and warm 'Roasted Tomatillo Salsa', served with a bowl of freshly-prepared tortilla chips. Mouth-watering menus for lunch and dinner, and separate menus for vegetarians and children, include specialities that sound as good as they look and taste.*



*Here's a small taster from the menu:*

### **CAMARON POBLANO ASADA**

*Grilled carne asada steak wrapped around a poblano pepper filled with tiger prawns, mushrooms, onions and cheese with a home-made chimichurri sauce*

### **CHILE RELLENO**

*Poblano pepper with picadillo filling, beef, almonds and raisins*

### **CEVICHE**

*Tiger prawns, scallops and fish marinated in lime juice with a selection of vegetables & spices*

### **CILANTRO CHICKEN SALAD**

*Mesclun mix and grilled chicken tossed in a coriander-lime vinaigrette topped with black beans, cheese and Veracruz vegetables*

### **ENCHILADAS DE MOLE**

*Soft corn tortillas with a filling of tender chicken breast topped with a dark, sweet and spicy Mexican sauce*

### **TAMALES LAREDO**

*Traditional pork tamales*

### **MEXICAN BROWNIES**

*Served on a sizzling skillet with Mexican brandy butter and cinnamon ice cream*

# BEHIND THE MENU

*The provenance and quality of the food prepared and served at Cantina Laredo is an absolute priority.*

*Fresh ingredients are delivered to the restaurant daily, including a different fresh, MSC certified fish del dia, prime cuts of aged British beef and bunches of fresh mint for the bar's hand-muddled mojitos.*

*Every supplier to the restaurant is a carefully-selected British business that commits to adhere to the highest standards. Wherever possible, ingredients are home-grown too but, of course, there are some fresh ingredients on the Cantina Laredo menu that cannot be produced in the UK, like mangos or avocados.*

*Recycling all waste and reducing food waste is important to the Cantina Laredo team.*

*Minimising food waste is both ecologically and economically sound and staff are trained to appreciate this.*



# OUR SERVICE

*Cantina Laredo's motto, 'Happy To Do It', reflects the restaurant team's attention to detail and, in particular, the care that guests can expect during their visit. Staff will do everything in their power to cater for special needs and individual tastes.*

*Recruiting, training and retaining the best people guarantees that Cantina Laredo guests receive the highest standards of service and go on to tell their friends about their experience!*

*All staff must pass formal tests before starting work including pronunciation.*

*Detailed knowledge on the menu – including plenty of taste tests! - ensure that guests can access inside-out knowledge of ingredients and flavours. All staff, whether or not they work behind the bar, must learn what goes into every dish and cocktail.*

*Guests have the choice of dining in at a table or at the bar, and Cantina Laredo also offers a take home service.*

# OUR VALUES

*At Cantina Laredo we strive to create a great working environment for our employees and to treat each other with respect, compassion and dignity.*

*The basic building blocks for our Core Values are:*

## **CANTINA LAREDO'S CORE VALUES**

**EXTRAORDINARY PEOPLE** *We recruit, develop and retain the best people. We create a "Happy To Do It" culture shared by staff, guests and partners.*

**EXCEPTIONAL FOOD** *We never compromise, using the highest quality ingredients. We will be leaders innovating great tastes.*

**EXCELLENT SERVICE** *Through best practice sharing, we promise service that prompts guests to be our best spokespeople.*



*Our mission is to inspire guests to call ours "my restaurant" recommending us as "best" to friends in the community and around the world.*

**AT CANTINA LAREDO WE ARE LOOKING FOR INDIVIDUALS WHO SHARE THESE CORE VALUES:**

- *Enthusiastic, positive, friendly, and team-focused.*
- *Individuals who have good interaction skills with both fellow colleagues and guests.*
- *Always strive to give their best.*
- *Deliver exceptional customer service and are proud of doing so.*
- *Share Cantina Laredo's core values and want to be a part of the Cantina Laredo 'family'.*
- *"Happy To Do It" attitude.*

*In return, you will be well-rewarded, trained, challenged and developed within an extremely positive, fun and professional environment.*

*"We strongly believe that skilled, professional restaurant managers are one of the main ingredients to our success, both in the past and even more so in our future".*

*Our people are highly ambitious and we want to see you develop and progress. Our standards and guest expectations are met through our uncompromising approach to recruitment and commitment to train and develop individuals. We believe in creating a team of highly passionate individuals who can really make a difference and exceed guest expectations.*



# OUR TRAINING

## MANAGEMENT PROGRAMME

*Cantina Laredo's Management Training Program is a world-class six week program based in Dallas, Texas.*

*The program is designed to provide comprehensive technical and management skills training, with a combination of hands-on experience and corresponding reading assignments and exercises. You will be challenged, nurtured, motivated and become proficient in the skills needed to be part of Cantina Laredo management team.*

### ***Weeks 1-3: Mastering the skills positions in the kitchen.***

*The first two weeks are based in the kitchen where you will learn each individual skills position. Upon completion of this you will move onto the expediting and Kitchen Manager positions where you will spend five days preparing for a solo shift with your training manager, after which you will be certified to work back-of-house.*

### ***Weeks 4-6: Mastering FOH, management skills and customer relations***

*The final three weeks are based front-of-house where you will learn the host, waiter and bar positions with the last two weeks spent learning management responsibilities. During this period you will develop a thorough understanding of Cantina Laredo's service philosophy and culture and how to run a winning shift as a Cantina Laredo manager. On your final day you will be certified and presented with a framed certificate in recognition of your achievement.*

## ASSOCIATE TRAINING

### ***Front-of-house***

*As part of the front-of-house team you are the face of Cantina Laredo. Your "Happy To Do It" attitude is fundamental to exceeding guest expectations and inspiring them to call Cantina Laredo "my restaurant," recommending us as "best" to friends in the community and around the world. Whether you are a waiter, waiter assistant, bartender, host or hostess you will have a structured training programme lead by a certified trainer. You will learn every menu and bar item – from how they taste to what ingredients are used and all about our service standards, you will be assessed on these to ensure your own development needs are being met whilst simultaneously exceeding guest expectations.*

### ***Back-of-house***

*The back-of-house is where Cantina Laredo's "Exceptional Food" is delivered. As part of the Kitchen team you will have a structured training programme that will vary according to your role.*

*You will be trained by a certified trainer in your position and learn how to make each recipe and dish. Throughout your training you will be assessed to support your development and ensure guest expectations are exceeded as a result of your own contribution to the team.*

*There will also be opportunity for development and cross-training in your role. For example we have five grades of line cooks offering the opportunity to develop and learn new skills taking you up to the level of Expeditor. There is even the opportunity to become a certified trainer in your position and train others. We believe strongly in bringing the best out of individuals and supporting their development.*



# MEET SOME OF OUR TEAM



## **David Chmurzynski – General Manager, Scottsdale, Arizona**

*“When looking for new career opportunities years ago, I visited Cantina Laredo. A series of informal conversations with several managers left me with one consistent theme – that many people at all levels of the organisation had multiple years of service. This left me with the distinct impression that there was more going on at Cantina Laredo than just finding employment.”*

*“Starting as a Manager Trainee, I have been the beneficiary of excellent training, been a part of several restaurant openings, had input into the direction of our concept and progressed to General Manager. Along the way I have made great friendships, had many challenges and have never been bored! Fourteen years later our growth and evolution has never been more exciting.”*

*“I am particularly excited about coming to London for three months in Summer 2010 to help open and establish the first Cantina Laredo in the UK.”*



## **Darren Jarret – Kitchen Manager, Dallas Parkway, Texas**

*“The great thing about working for Cantina Laredo is the opportunities I have had to learn and grow. Cantina Laredo is a great company that really takes care of its people and is dedicated to giving them the chance and the tools to succeed. The initial training and the ongoing development that this company provides truly sets its people up for success. I began my career as a dishwasher and during my first two years, I worked every position in the kitchen learning all aspects of operations.”*

*“After two years I was given the opportunity to become a Mobile Trainer for the company. During the following 16 years, I opened and trained the staff for over 20 restaurants for the company. This great opportunity allowed me to advance my professional career by developing my knowledge of operations and my ability to teach and develop others. In 1997, I was promoted to Assistant Kitchen Manager and worked in this role at several different locations. Two years later I was promoted to Kitchen Manager and made responsible for all aspects of Back-of-the-House Management.*

*I am pleased to be joining the UK team for 8 weeks to train and develop the BOH staff in the summer of 2010.”*



## **Irene Tumeo – General Manager, Inwood Village, Dallas Texas**

*“Looking back it’s hard to believe that Cantina Laredo started as one small store in Addison, Texas and has grown to what it is today. I began as a part-time hostess at the original location in 1989 and in many ways; my growth within Cantina Laredo parallels the growth of Cantina Laredo. I now run my own restaurant as the General Manager.*

*But even as Cantina Laredo has expanded internationally, and I have grown with the company into the position I am now, there are still two constants that have not changed - my guests are still my family, and I make every attempt to make them feel at home. I’m still looking forward to continued growth within the Cantina Laredo family.”*

*“In my years with Cantina Laredo, I have learned that the greatest joy of the company is, “Make the Guest Want to Come Back!” That said, training, food quality and “Happy to Do It” equals growth and opportunity, which is exactly what this company has given my family and me. Cantina Laredo aims to grow its employees who value excellent customer service and take pride in food quality and propel them into positions of greater responsibility.”*



## **Manfred Lagos – Waiter, Frisco, Dallas Texas**

*“I have been with Cantina Laredo for nine years. I started as a busboy and developed a lot through the years. I have opened 14 Cantina Laredo’s in the United States as a mobile trainer. I have also opened three Cantina Laredo’s outside the U.S., including Cairo, Dubai and Abu-Dhabi. I appreciate working for the company as it allows me to attend college and continue to serve my guests. I look forward to graduating, and becoming a manager for Cantina Laredo in the future. Cantina Laredo is my family and I intend to be part of it for many years. I want to be able to help other employees become successful in their education and careers with Cantina Laredo.”*

# KEY PLAYERS



## RUBEN LOZANO

*Executive Chef – Cantina Laredo*

*With over 40 years' experience, Ruben's passion is to uphold the authenticity of the Cantina Laredo menu whilst introducing innovative and experimental enhancements in keeping with the Mexican tradition of evolving cuisine.*

*Growing up on his father's ranch in Santa Rosa, Mexico, Ruben spent his days herding cattle and fixing fences across hundreds of acres of land. This meant that when meal-times came around, Ruben had to cook out on the range with whatever could be pulled together. So being imaginative with locally-sourced food is second nature to him and this is apparent in the Cantina Laredo menu that Ruben develops year-round. Despite the fact that now, unlike during his ranch days, Ruben has his pick of the world's ingredients, he continues to advocate recreating authentic Mexican cuisine using the highest quality food of the lowest achievable food mileage. He also spends time with chefs working in Mexico in order to keep abreast of trends and experiment with different ways to combine existing and new ingredients to create authentic dishes with gourmet flair.*



## JACKIE GINSBERG

*CEO - Oriole Restaurants Limited*

*In the UK and Ireland, Cantina Laredo is owned and operated by Oriole Restaurants Limited (ORL) under an agreement with the brand owner Consolidated Restaurant Operations Inc.*

*ORL was established in 2008 and is a family-run business headed up by CEO Jackie Ginsberg. Its primary goal is to establish Cantina Laredo as the premier Mexican gourmet restaurant brand in the UK and Ireland.*

*Whilst Jackie has run her own business since 1994, Cantina Laredo is the first venture under her newly-created Oriole banner.*

*Jackie is a Chartered Accountant and qualified at Coopers & Lybrand. In 1987 she became the youngest person, and first woman, to be admitted to the company's South African partnership.*



**DEAN GINSBERG (CENTRE)**

*Corporate General Manager*

**RYAN GINSBERG (RIGHT)**

*Corporate General Manager*

**SHAUN GINSBERG (LEFT)**

*Corporate General Manager*

*Since obtaining the development rights for Cantina Laredo in the UK & Ireland, Dean, Ryan and Shaun have undertaken extensive training at Cantina Laredo in the United States, completed the Cantina Laredo M.I.T. training program and achieved the status of certified Cantina Laredo Managers.*

*Dean, Ryan and Shaun have spent significant amounts of time sourcing and testing ingredients, researching and implementing systems appropriate to the UK market, developing marketing and public relations programmes, overseeing the planning, design and fit-out of the first restaurant, and paying full attention to every last detail to ensure Cantina Laredo in the UK employs extraordinary people, serves exceptional food, and offers excellent service.*

## WHERE TO FIND US



*Cantina Laredo  
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*Please also visit our website [www.cantinalaredo.co.uk](http://www.cantinalaredo.co.uk)  
and connect with us via Twitter @CantinaLaredoUK  
or Facebook Cantina Laredo UK.*