

## ETHNIC MARKETS RESTAURANT - SECTION ONE 1.1 - 1.6

LNE97-094

S441  
.S855

December 8, 1998

Code	1.1 Job Title	1.2 Inv/Purchase Decision	1.3 Biz Type	1.4 Gross annual sales	1.5 Worker numbers	1.6 How's biz?	Interviewer
NS.Res.01	Co-owner with my husband.	50/50, we both do.	Sole Proprietorship.	We serve 175 meals/day.	8-13 people	(diff. survey)	L.P.C.
NS.Res.02	Chef.	I do.	Partnership.	We make \$20,000/wk.; 100 meals/day, 250/weekend.	5-8 people	(diff. survey)	L.P.C.
NS.Res.03	Full-time employee.	The owner (Petter). Petter was unavail.	Partnership.	We make 100-300 juices/day.	6 p. (1 owner, 5 waiters)	(diff. survey)	L.P.C.
NS.Res.04	One of the owners & managers.	I do.	Corporation.	We make \$15,000/week.	8 people (incl. 1 owner)	Stable.	L.P.C.
SS.Res.05	Owner and manager.	I do.	Sole proprietorship.	We make about \$125,000/yr.; 300-500 meals/wk.	4-5 people (1-2 waiters)	Struggling.	M.D.A.
SS.Res.06	Manager.	I do.	Corporation.	We make about \$240,000/yr.;(misc: 40 boxes oranges).	5 p. (1 owner, 4 waiters)	Stable.	M.D.A.
SS.Res.07	Owner and vice-president.	I do.	Corporation.	We make about \$1,000 to \$1,200/wk.	3 p. (1 owner, 2 waiters)	Stable.	L.P.C.
SS.Res.08	Owner.	I do.	Corporation.	We make \$10,000/month; 100 meals/week.	10 people (incl. 1 owner)	(diff.survey)	L.P.C. & Mapy
EW.Res.09	Co-owner.	My brother (the other co-owner).	Partnership.	We make \$5,000/week.	8 people plus delivery	Blank.	
EW.Res.10	Manager.	I do.	Corporation.	We make \$150,000/yr; serve 40-50 people/day.	3 people	(diff. survey)	K.L.

ETHNIC MARKETS RESTAURANT DATA - SECTION ONE 1.7 - 1.11

December 8, 1998

Code	1.7(2.1) Customer ethn.	1.8(2.2) Cust. income lev	1.9 % women	1.10 % over 60 years	1.11 % with kids	Interviewer
NS.Res.01	Like soup: White, Hisp., African American, everybody	Don't know	(diff. survey)	(diff. survey)	(diff. survey)	L.P.C.
NS.Res.02	Polish, and American, Italian, and Caucasian.	Middle & low income.	(diff. survey)	(diff. survey)	(diff. survey)	L.P.C.
NS.Res.03	Various ethnic groups: 20+, young people, Polish, Dominican.	Lo(art&Dom)&Mid(Pol)	(diff. survey)	(diff. survey)	(diff. survey)	L.P.C.
NS.Res.04	American: young artists, college studs., African American, Spanish, Eastern.	Middle income.	50%	10 to 15%	5 to 10%	L.P.C.
SS.Res.05	Hispanic (Puerto Rican & Dominican).	Mixed income.	30 to 40%	5%	75%	M.D.A.
SS.Res.06	Hispanic (Puerto Rican & Mexican) & African American & mixed.	Mixed income.	45%	10 to 15%	30%	M.D.A.
SS.Res.07	American (Caucasian) (young, college, artists) & Hispanic.	Mixed income.	50%	0%	small %age	L.P.C.
SS.Res.08	Puerto Rican, Dominican & some Mexican.	Low income.	(diff.survey)	(diff. survey)	(diff. survey)	L.P.C. & Mapy
EW.Res.09	Mexican=70% and growing. 30%=Puerto Rican, Domin., Afr.Am. & White.	Middle income.	small %age	small %age	40%	
EW.Res.10	70% Puerto Rican. Also Dominican, Mexican & S. American.	Low income.	(diff. survey)	(diff. survey)	(diff. survey)	K.L.

**ETHNIC MARKETS RESTAURANT DATA - SECTION ONE 2.1 - 2.2**

December 8, 199

Code	2.1 Diff suppliers?	2.2(3.1A) Source supply	Paper	Groceries	Fresh Produce	Dairy & Cheese	Meats	Fish	Specialties/ Imports
NS.Res.01	(diff. survey)	Brokers, & sometimes Hunts Point.	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)
NS.Res.02	(diff. survey)	Distributors, Wholesalers.	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)
NS.Res.03	(diff. survey)	Distrib., Whlsale, Direct fr. farmers, Groc.stores	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)
NS.Res.04	Yes.	Wholesalers.	Rstrt. depot, supplies & taxes.	Blank	Rosa/Co.	Mnargin's Meat & Provision.	Mnargin's Meat & Provision.	Slavin & Sons Co.	Blank
SS.Res.05	Yes.	Brokers, sometimes.	Kaval Sales, Inc., 900 E. 136 St., Bronx, NY 10454	Kaval Sales (see Paper supplier).	Bronx Terminal.	NO.	Los Muchachos Meat Market.	Nova Seafood (brokers).	Blank
SS.Res.06	Yes.	Distributors who get prod.from the Bronx Terminal.	Blank.	Blank.	Blank.	Blank.	Blank.	Blank.	Blank.
SS.Res.07	Yes.	Wholesalers. Hunts Point for vegetables.	Neighborhood (North 6th St.).	Neighborhood (North 6th St.).	R. Best, 220 Food Center Drive, Bronx 10474	M&V Provision Co., Inc, 146 N. 6 St., Brooklyn 11211.	Milazza Wholesale Meat Inc., 5600 1st Ave., Brooklyn, 11220.	None.	Blank.
SS.Res.08	(diff. survey)	Distributors, Wholesalers, Brokers, Bronx Ter.Mkt.	Blank.	Blank.	Jetro or Costco, or brokers or sometimes Bronx Ter. Mkt.	Blank.	Blank.	Blank.	Blank.
EW.Res.09	Blank.	Brokers (fruit/veg), Distr./Wholesl.(canned, meat)	Blank.	Canned: Rstrnt. Depot, Flushing. Mex.: Piaxtla.	Servicio de Frutas y Vegetables [J. Tomas Pasa].	Eggs: unnamed Chin. groc., 64 6th Ave., Brooklyn.	Meat Depot, 5444 74th St., Flushing. (Rstrt. Depot has same address.)	Blank.	Blank.
EW.Res.10	(diff. survey)	Produce Brkln Term. Meat whlsal. Dairy corner groc	Rest. supply., Victory, Bronx.	Blank.	Blank.	Blank.	Blank.	Blank.	Blank.

Code	2.2B(3.3A) Supp new prod?	2.3(3.2) Satisfied w/supp	(2.4) Satisfaction detail	(3.3A) Want better qlty?	2.4 Freshness switch	2.5A Payment pref	2.5B Deliv. sched. pref.	2.5C Supp. dlvr per pref?	2.6 Rest. meals	2.6B House specialties
NS.Res.01	Direct from farmers.	Somewhat satisfied.	Satisfied.	Yes.	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)
NS.Res.02	Direct from farmers who deliver.	Somewhat satisfied.	Want to use local seasonal from NY to change rstmt. & keep menu alive.	Yes. Some of what I get is not good. I wish more farmers delivered here. Econ. of scale is important.	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)
NS.Res.03	Direct from farmers.Pr o-farmers markets.	Somewhat sat'd. We're new	Blank.	Yes..	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	Juices, smoothies, soups, salads. See menu.	(diff. survey) Foodprefs cont:Energy squares(orange,banana,bl ueberry).
NS.Res.04	Wholesalers	Very satisfied.	(question not on this survey)	(question not on this survey)	No.	A week after.	Meat Wed. AM; everything else in the afternoon.	Yes.	Tortilla, rice, bean, avocado, lemon, steak, chicken.	House salad, enchiladas suizas, enchiladas veracruz, seafood veracruz.
SS.Res.05	Direct from farmers.	Somewhat satisfied.	(question not on this survey)	(question not on this survey)	No.	Cash and carry.	Wed. early AM.	Yes.	See menu.	Grilled chicken.
SS.Res.06	Distributors /Wholesale rs.	Very satisfied.	(question not on this survey)	(question not on this survey)	No.	Cash and carry.	Mon. early AM.	Yes.	Omlet, homfries., deli sand., burger, Domin. OJ & milk drink, carr. J	Morir sonando (Domin. drink w/ OJ & milk). Homefries.
SS.Res.07	Direct from farmers who can deliver.	Very satisfied.	(question not on this survey)	(question not on this survey)	No.	Cash and carry, or charge	Everyday AM. (My suppliers are good: need only 24hr. notice.)	Yes.	Veggies (let, tom,car, eggpl,pot,cilantro,spi n,broc,zuc) meat, cheese.	Mexican appetizers, specialties, platters, incl. veg. selection.
SS.Res.08	N/A (loves what he's getting now)	Very satisfied.	Very satisfied.	No, because I love what I'm getting.	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)	(diff. survey)
EW.Res.0 9	Direct fr. farmers; Hunts Pt/Bronx Term.	Somewhat satisfied.	He can only return prod. when whole case is bad.	Yes.	(diff. survey)	Blank.	Prefers AM or afternoon but his supplier comes midday.	Blank.	Brkfst. burritos, Amer. sand., tortas, burritos, tacos, etc. Tradit.	Sopes (Mex. dish like gyro w/com tortilla, beef, sour cream, \$4.99).
EW.Res.1 0	Direct from farmers-- fresher.	Somewhat satisfied.	Brooklyn Term. Mkt.: sometimes bad qual. Price hi. Conven OK. Wholesale supplr: Qual & price OK.	Yes.	I shop around.	(diff. survey)	(diff. survey)	(diff. survey)	See menu. Natural juices, meat soups, large meat selec., rice, seafood	Alcapurria (green bananas, fried meat).



Code	2.7(2.3) Ethn food pref.	2.8 Ingredient problems?	2.9 Unsatis. products?	2.10A(3.5) Pay more fresh	2.10B Cust. care local?	2.10C Local enhance sale?	2.11 Local desired?	2.12(3.6) Other comments
NS.Res.01	(No ethnicity spec'd) Pot broc caul onion zuc tom strbean corn car or grprft	(diff. survey)	(diff. survey)	Yes, it will take us a long way.	(diff. survey)	(diff. survey)	(diff. survey)	Willing to try other vegetables I don't know.
NS.Res.02	(No ethnicity spec'd.) Seasonal products mostly from California.	(diff. survey)	(diff. survey)	Yes, depending on what we could charge.	(diff. survey)	(diff. survey)	Yes. Connect with distributors directly. Have more farmers deliver.	I am excited about local food. We should be connected to earth. Food is the soul.
NS.Res.03	(No eth. spec'd.) Wheatgrass. Ice chai shake(soy, ice milk,banana).See 2.6B	(diff. survey)	(diff. survey)	Yes, if I can get more out of it too.	(diff. survey)	(diff. survey)	(diff. survey)	Organic carrots cost more but have more juice; organic is worth it.
NS.Res.04	Ethnicity does not affect orders. Price drives the orders.	No.	Very satisfied now. I buy only good qual. & save both ways.	No, because I now get fresh, hi-qual.	Yes, if local people can deliver everyday.	Probably.	I love farmers & locals but must buy from wholesalers for security to sue back if someone gets sick.	We are doing very well.
SS.Res.05	Blank.	No.	Blank	Depends on how much more.	No.	Not really.	Blank.	No.
SS.Res.06	Hispanic: Morir sonando. Amer.: Homefries, beefsteak.	No.	No.	Yes, but not much.	Yes.	Yes.	Blank.	No.
SS.Res.07	American & Hispanic order same thing.	No.	No.	No, compared to what I get now.	It seems like people are interested.	I don't know. I can't tell.	Not really, but maybe fresh greens.	No.
SS.Res.08	(No ethnicity spec'd): Rice beans meat plantain yucca yautia & other vegs.	(diff. survey)	(diff. survey)	Yes I usually pay more for this hi qual.	(diff. survey)	(diff. survey)	(diff. survey)	Mkt. prices fluctuate alot lately. But I am satisfied w/the food & bus., & proud to serve community.
EW.Res.09	Blank.	Blank.	Needs Mex. avocado, Mont. Jack & chedd., lime, sidoin, chile costeno	Yes customers would pay more for fresher	Yes because local is fresher & cust. want fresh.	Yes, local=less expen., longer shelflife	Yes. Prefers to go to mkt. but hasn't time. Wants variety of delivery sources.	Sell more if food looks fresh & hi-qual. Customers know difference. Seems unsatisfied w/suppliers.
EW.Res.10	(diff. survey)	Not really.	Sometimes bad quality.	Yes. Quality speaks.	(diff. survey)	(diff. survey)	(diff. survey)	No. (See menu for prods. offered.)

## ETHNIC MARKETS RESTAURANT DATA - SECTIONS 3 &amp; 4

December 8, 1998

Code	3.1 Supplier name/tel	3.2 Product list	3.3 Biz good?	4.1(4.0) Can call again?	4.2(4.1) Can take photos?	Interviewer
NS.Res.01	John Produce (718) 746-4220.	(diff. survey)	(diff. survey)	Yes.	Blank	L.P.C.
NS.Res.02	John the Greek 389-1250. Luque Trading [Mr. Limss?] 389-1250.	See extensive list attached to original survey.	(diff. survey)	Yes.	Blank	L.P.C.
NS.Res.03	Blank.	See menu & wheatgrass ad attached to original survey	(diff. survey)	Yes.	Blank	L.P.C.
NS.Res.04	Rosa-Co (718) 387-3090. Mangius Meat & Prov (212) 643-5500. Slavin & Sons (718) 495-2800	See menu attached to original survey.	Blank.	Yes.	Blank	L.P.C.
SS.Res.05	Kaval Sales (718) 993-9200, fax (718) 665-8133. Bronx Terminal (no # given). Los Muchachos Meat Mkt. (no # given). Nova Seafood (no # given).	See menu attached to original survey.	Sales down; more chains; hi inflatn., rent, insur.; more Domin. & Mexicans.	Yes.	Yes.	M.D.A.
SS.Res.06	MFP-Metro Food (212) 925-0192.	Not available.	Sales slightly down, but times not bad. Ethnic menu resists compet. of McD.	Yes.	Yes.	M.D.A.
SS.Res.07	R. Best [Jinnette Kirby] (718) 617-8300. M&V [Antony Suifo] (718) 388-3440. Milazza Wholesale Meat (718) 439-6000.	Blank.	Blank.	Yes.	Yes.	L.P.C.
SS.Res.08	Jetro. Costco. Bronx Terminal Market.	(diff. survey)	(diff. survey)	Yes.	Yes.	L.P.C. & Mapy
EW.Res.09	Restmnt. Depot & Meat Depot (718) 478-4400. Servicio de Frutas & Vegetables (917) 829-5525. Piaxtla, Flushing, Queens (no #).	Buys onion, tom., yellow platos, chili latino, jalapn., cilant., garl., orang	Blank.	Yes.	Blank	
EW.Res.10	La Campana Meat Mkt. Goya, Bronx. Condal Food Corp, Bronx. Victory REst. Supply, Bronx.	Orange lemon lime greenbanana carr potat gar casava pepper onion beef chicken pork fish shrimp octopus milk papaya&otherjuices.	(diff. survey)	Yes.	Yes.	K.L.