



WORLD FOOD DAY

TACOMBI

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SUSANA CAMARENA



- How can Tacombi leverage social media to drive donations towards the Tacombi Community Kitchen Program?
- What other initiatives can Tacombi implement through the foundation to increase its impact in the community?
- How can the Tacombi foundation leverage their beneficiaries' networks to increase brand awareness?

Solutions to the Challenge

LEVERAGING SOCIAL MEDIA TO DRIVE DONATIONS TOWARDS COMMUNITY KITCHEN

OTHER INITIATIVES TO INCREASE IMPACT IN THE COMMUNITY

USING BENEFICIARIES' NETWORKS TO INCREASE BRAND AWARENESS

Partner with Columbia University, The City College of New York, and New York University. Upon the commencement of the partnership, broadcast a video sharing your story. Take advantage of these universities to promote Vista Hermosa.

Document the reopening process to keep customers invested.

Share little recipe videos online to reach a greater amount of people - people outside of NY who would otherwise be unfamiliar with Tacombi may become willing to donate money.

Collaborate with Dos Caminos for a margaritas and carnitas night.

Work with Sugarcane to serve a Mexican-Caribbean fusion night, and do the same with Atoboy for a Mexican-Korean twist.



The colleges and other restaurants were chosen because of their close proximity to one (or two) Tacombi locations. For this reason, certain partnerships and collaborations would only be suitable for particular locations.

TACOMBI

CALL TO ACTION

Through working with the students and faculty at nearby colleges plus creating fusion meals with other restaurants, the Tacombi story can be shared and the prosperity of their Community Kitchen Program ensured.

SHORT TERM GOALS

Document the entire reopening process to keep customers involved, interested, and invested in seeing your eventual return to where you stood before. Secure the partnerships with these schools and restaurants and hire student interns. Share recipe videos. Update social media and website pages.

LONG TERM GOALS

By pairing with colleges consisting of a diverse student body, different clubs can get involved to allow Tacombi to reach more people who share the Mexican heritage, but also people of every background. Working with these other restaurants will work to achieve the same goal but target an older demographic. The schools are also a perfect place to sell Vista Hermosa products for the long-term.

CONCLUSION

Many businesses are struggling under the current circumstances, but there is hope. Even if our new "normal" looks a little bit different, Tacombi's positive intentions regarding the combat of food insecurity in NYC have the potential to make the new status quo better than ever. We hope to help Tacombi to push the limits of the food/hospitality world in this crazy time and cater to as many people in need as possible.