

LOFI

Sample Menu

ABOUT THE MENU

This menu was intentionally designed around a simple premise: Great restaurants do not need more complexity. They need more identity. Each dish was selected to balance strong margins, operational simplicity, and memorable guest experiences. Ingredients are shared across multiple menu items to reduce waste and labor while maintaining a from-scratch approach. The menu draws inspiration from California's agricultural abundance, Afro-Diasporic food traditions, and the comfort foods people return to again and again. The goal is to create dishes that feel familiar enough to order, unexpected enough to remember, and nostalgic enough to crave long after the meal is over.

SMALL PLATES & SHARES

Deviled Eggs à la Concetta \$15

LoFi's signature deviled eggs with spicy shrimp and cilantro.

Triple-Cooked Fries \$6

Choice of:

Classic

Garlic Parmesan +\$2

Epis Fries +\$2

Yellow Curry Dip +\$3

Pâté Kòdé \$12

Flaky fried pastry filled with seasoned beef or curried vegetables.

Smoked Oxtail Empanadas \$16

Slow-braised oxtail folded into flaky pastry with roasted pepper dipping sauce.

SALADS

Cabbage & Citrus Slaw \$12

Shaved cabbage, carrot, fresh herbs, citrus vinaigrette.

Kale & Quinoa Salad \$15

Kale, quinoa, garlic, olive oil, lemon, nutritional yeast.

Garden Greens \$13

Seasonal greens, cucumber, julienne carrots, herbs, market vegetables, lemon vinaigrette.

Add to any salad:

Chicken +\$8

Shrimp +\$11

Salmon +\$15

MAINS

The LoFi Burger \$19

Fresh-ground beef, sharp cheddar, caramelized onions, lettuce, tomato, pickles, house sauce, housemade brioche bun. Served with classic triple-cooked fries.

Caribbean Fried Chicken Sandwich \$18

Buttermilk-brined chicken thigh, scotch bonnet honey glaze, cabbage slaw, housemade brioche bun. Served with classic triple-cooked fries.

Poul Nan Sos Kreyòl \$24

Haitian braised chicken in a rich tomato, pepper, herb and epis sauce. Served with rice and beans, crispy fried plantains and seasonal vegetables.

Braised Oxtail \$38

Slow-braised oxtail, garlic mashed potatoes, seasonal vegetables and natural jus.

DESSERTS

Gâteau Ayisyen \$10

Traditional Haitian vanilla rum cake finished with a bright lemon glaze.

Carrot & Sweet Potato Crème \$12

Silky roasted carrot and sweet potato crème, dark rum caramel, pecan praline crumble, edible flowers.

HOUSE BEVERAGES

Hibiscus Pine \$5

Hibiscus, pineapple, ginger and citrus.

Te Jenjam \$4

Traditional Haitian ginger tea served hot or cold.

Hibiscus Pine Mimosa \$10

Sorrel Bellini \$10

The Sacred Well \$12

Dark rum, hibiscus, citrus and bitters.

SATURDAY BRUNCH

PASTRY CASE

Haitian Patties \$7

Beef or vegetable.

Brown Butter Cornbread Muffin \$5

Served warm with local honey butter.

Lemon Tea Cake \$5

Bright citrus loaf finished with lemon glaze.

BRUNCH PLATES

Pâté Kòdé \$12

Choice of seasoned beef or curried vegetables.

Plantain Hash \$16

Crispy potatoes, sweet plantains, peppers, onions and herbs. Served with eggs (fried, boiled or scrambled).

Garden Omelette \$17

Farm eggs, seasonal vegetables, herbs and cheese. Served with breakfast potatoes and greens.

Cinnamon Sugar Butter Cookies \$4

House-baked and served by the pair.

KIDS MENU

Little Burger & Fries \$9

Chicken, Rice & Plantains \$8

Peanut Butter & Local Honey Sandwich \$6

House-made peanut butter, local honey, toasted bread.

HOUSE BEVERAGES

Hibiscus Pine \$5

Hibiscus, pineapple, ginger and citrus.

Te Jenjam \$4

Traditional Haitian ginger tea served hot or cold.

Hibiscus Pine Mimosa \$10

Sorrel Bellini \$10

The Sacred Well \$12

Dark rum, hibiscus, citrus and bitters.

Coconut Rum French Toast \$16

Housemade brioche, caramelized pineapple and maple-rum glaze.

Mayi Moulen ak Kribich \$21

Shrimp & Grits of the Diaspora. Creamy Haitian-style cornmeal, sautéed shrimp, peppers, onions and epis butter.

LoFi Brunch Burger \$19

Smash burger, fried egg, bacon jam and cheddar. Served with breakfast potatoes.

LOFI TEST KITCHEN WEEKEND

Marketing, Staffing & Revenue Plan

PURPOSE

The LoFi Test Kitchen Weekend is designed as both a revenue-generating event and a live market test. The objective is to introduce new menu concepts, evaluate demand for brunch service, strengthen LoFi's culinary identity, and gather customer feedback that can inform future menu development. Rather than positioning the weekend as a one-time guest chef event, the Test Kitchen Weekend serves as a preview of what LoFi's next chapter could look like through a menu rooted in familiar, unexpected, and nostalgic flavors.

SERVICE SCHEDULE

Friday Dinner

5:00 PM – 10:00 PM

Saturday Brunch

11:00 AM – 2:00 PM (Final orders accepted at 2:00 PM)

Saturday Dinner

5:00 PM – 10:00 PM

The three-hour break between brunch and dinner service allows for:

- Kitchen reset
- Prep replenishment
- Staff recovery
- Inventory checks
- Service debrief
- Quality control review

RESERVATION STRATEGY

Reservations will receive priority seating. Walk-ins will be welcomed based on availability.

Recommended:

- Online reservation platform
- Reservation confirmations 48 hours prior to service
- Optional \$10 per person reservation hold applied toward the final bill

Benefits:

- More accurate production forecasting
- Reduced food waste
- Reduced no-shows
- Improved staffing allocation
- Better inventory planning

This structure supports consistency, sustainable staffing practices, and reduced operational stress throughout the weekend.

MARKETING PLAN

Week One | June 14–20

Event Announcement

Launch the LoFi Test Kitchen Weekend across Instagram and reservation channels.

Content Includes:

- Guest Chef introduction
- LoFi Test Kitchen concept
- Reservation launch
- Brunch announcement
- Featured menu previews

Week Two | June 21–26

Test Kitchen Happy Hour

A preview of select weekend menu items offered during Happy Hour service.

Guests may order:

- Test Kitchen Flight — Choose Any Three Items — \$20
- À La Carte — \$7 During Happy Hour | \$10 Regular Price

Estimated Cost: \$0

Press Release Distribution

Target Outlets: Modesto Bee, Modesto View, Visit Modesto, Downtown Modesto.
Suggested Story Angle: "LoFi Launches Test Kitchen Weekend Featuring Afro-Diasporic Inspired Comfort Food and a New Brunch Experience."

Estimated Cost: \$0

Menu Teasers

Release one featured menu item every two to three days.

Examples:

- LoFi Burger
- Braised Oxtail
- Mayi Moulen ak Kribich
- Gâteau Ayisyen

Estimated Cost: \$0

Featured Items:

- Mini Pâté Kòdé
- Mini Oxtail Empanada
- Two LoFi Sliders with Mini Epis Fries
- Gâteau Ayisyen Bites

Objectives:

- Generate excitement
- Collect guest feedback
- Increase reservations
- Test menu demand
- Create social media content

Estimated Cost: \$150–250

Reservation Giveaway

All guests who reserve prior to the event are entered to win: Dinner for Two OR Complimentary House Beverages.

Estimated Cost: \$50–100

Paid Social Promotion

Instagram Boosted Posts. Target Areas: Modesto, Turlock, Riverbank, Oakdale, Manteca. Budget: \$100–150.

Marketing Budget

Happy Hour Sampling: \$150–250

Reservation Giveaway: \$50–100

Instagram Promotion: \$100–150

Total Estimated Marketing Cost: \$300–500

STAFFING PLAN

The staffing plan is intentionally designed to support expanded service hours while avoiding staff fatigue and maintaining service quality.

Friday Dinner	Kitchen: Chef Kerline Astre, Additional PM Line Cook, Existing Dishwasher, Additional Dishwasher. Front of House: Existing LoFi FOH Team, One Additional FOH Team Member.
Saturday Brunch AM Shift 7:00 AM–3:00 PM	Kitchen: Chef Kerline Astre, Additional AM Cook, Existing Dishwasher, Additional Dishwasher. Front of House: Existing LoFi FOH Team, One Additional FOH Team Member.
Saturday Dinner PM Shift 3:00 PM–11:00 PM	Kitchen: Chef Kerline Astre, Additional PM Cook, Existing Dishwasher, Additional Dishwasher. Front of House: Existing LoFi FOH Team, One Additional FOH Team Member.

ADDITIONAL LABOR INVESTMENT

Role	Hours (21 total)	Rate	Cost
Additional Line Cook	5 Fri + 8 Brunch + 8 Dinner	\$25/hour	\$525
Additional Dishwasher	5 Fri + 8 Brunch + 8 Dinner	\$18–20/hour	\$378–420
Additional FOH Support	5 Fri + 8 Brunch + 8 Dinner	\$18–20/hour	\$378–420
Total Estimated Additional Labor	\$1,281–1,365		

REVENUE PROJECTION

These projections are intentionally conservative and based on current seating capacity, a two-week promotional runway, and realistic service volume assumptions.

Service	Covers	Avg Check	Revenue
Friday Dinner	45	\$50	\$2,250

Saturday Brunch	50	\$25	\$1,250
Saturday Dinner	65	\$55	\$3,575

Projected Food Revenue **\$7,075**

Projected Specialty Beverage Revenue: \$1,500–2,000 (Includes: Hibiscus Pine, Te Jenjam, Bellinis, Specialty Coffee, Signature Cocktails)

Weekend Revenue Projection	Cost Targets
Food Revenue: \$7,075	Food Cost: 20% or Less
Specialty Beverage Revenue: \$1,500–2,000	Marketing: \$300–500
Total Projected Revenue: \$8,575–9,075	Additional Labor: \$1,281–1,365
Stretch Goal: \$10,000	

Revenue Projection Notes

Projected revenue reflects food sales and specialty beverage sales associated with the Test Kitchen Weekend. These projections intentionally exclude: existing bar revenue, existing bar-related expenses, alcohol inventory costs associated with the existing bar program, and bar labor allocations. Actual weekend revenue may exceed projections if increased guest traffic generates additional bar sales. The purpose of these projections is to evaluate the direct performance of the Test Kitchen Weekend concept independently from LoFi's existing bar operations.

SUCCESS METRICS

- \$8,500–10,000 Revenue Generated
 - Approximately 160 Covers Across Three Services
 - Average Ticket Times Under 15 Minutes
 - Brunch Demand Validated
 - Guest Feedback Collected
- Future Menu Opportunities Identified
 - Increased Social Media Engagement
 - Reservation Growth
 - Clearer Culinary Identity for LoFi Moving Forward