Jaypfrancis @ airline crawl.

Zaufe Bistro: the Good the Bad & the Ugly.

alligator —	ambitious well intentioned

Banana split called like napoleans.
Blue berries, black berry, strawberry cherry topping.

- buttercream
- strawberry ganache
- banana bread.
- dense. too many flavors.
- chocolate-ganache

wilted lettuce garnish?

fried options — fresh? bright held simple? keep people coming back?

economic times call for laser lean focus.

gentube in mexico.

empire restaurant

- menudo.

picatta alligator. off menu.

ricotta

what kind of rice?

lemon.	Forbidden rice, chevere black rice.

mexican spice called

creams filling crunch crust spice? heat.

the good, the bad and the hurt. which has potential

menu: muddled mish-mash. too many dishes. unfocused. horizontal rather than vertical focus very hard to pull off hodgepodge

give people what they want, and then you can give people what you want.

menu: focus on one thing.

simplify — linear lemon

presentation — punch up