

NEW LATINO FOOD

MADE IN AMERICA

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A TASTE TO REMEMBER, THE PLACE YOU LOVE



WHAT DOES PANNA MEANS?



IN MANY LATIN AMERICAN COUNTRIES, A “PANA” IS A FRIEND, SOMEONE YOU CAN TRUST, SOMEONE YOU LIKE TO SHARE AND SPEND TIME WITH. SO, WE JUST ADDED AN EXTRA “N” TO OUR NAME TO MAKE IT “DOUBLE FRIENDLY”

FRIEND, BUDDY, PAL.

A FAMILY BUSINESS SINCE 2000



PANNA'S HISTORY

PANNA'S HISTORY BEGAN IN 2000, WHEN MAURICIO AND BEATRIZ MENESES OPENED A LATIN BAKERY ON COLLINS AVENUE IN MIAMI BEACH, FL.

AFTER A FEW YEARS OF OPERATION, THEY DISCOVERED THAT PANNA WAS BORN TO CREATE NOT ONLY AMERICA'S CHEESE STICK "TEQUEÑOS" AND HAM & CHEESE FILLED BREAD "CACHITOS" BUT EXCEPTIONAL AREPAS, SANDWICHES AND SALADS AS WELL.

ALL SERVED IN INVITING PLACE FOR FAMILIES AND FRIENDS.

TODAY, PANNA IS A VERTICALLY INTEGRATED ORGANIZATION, OPERATING RESTAURANTS, A FACTORY PRODUCING THE BEST LATIN PASTRIES FOR BOTH PANNA AND THIRD-PARTY PARTNERS PLUS, A DISTRIBUTION CENTER.

AN EVOLVING CULTURE

2000

2008

2014

2017

“

01

FEBRUARY

FIRST
PANNA CAFE EXPRESS
WESTON, FL

“

02

MAY

PANNA TO GO
MANUFACTURING DIVISION
COOPER CITY, FL

“

03

APRIL

PANNA NEW LATINO FOOD
RESTAURANT DIVISION
DORAL, FL

“

04

JANUARY

PANNA LOGISTICS
DISTRIBUTION DIVISION
WESTON, FL

2003

NEW
PANNA CAFE EXPRESS
DORAL, FL

2010

NEW
PANNA TO GO
FACILITY IN
N. MIAMI BEACH, FL

2012

NEW
PANNA CONCESSION
IN MARLINS PARK, FL

2015

NEW
PANNA RESTAURANT
ORLANDO, FL

2016

NEW
PANNA RESTAURANT
WESTON, FL

2017

NEW
PANNA RESTAURANT
WEST MIAMI, FL



A PANNA FOR EVERY SPACE



RESTAURANT

2,400 SF TO 2,800 SF WITH HIGH VISIBILITY, THE ABILITY FOR FULL VENTING AND A HIGH DAYTIME POPULATION.



EXPRESS

TRANSPORTATION ORIENTED LOCATIONS, SUCH AS GAS STATIONS, TRAVEL CENTERS AND AIRPORTS WITH HIGH TRAFFIC COUNTS.



KIOSK

75+ SF IN REGIONAL MALLS, SPORTING VENUES AND AIRPORTS WITH HIGH TRAFFIC COUNTS.

A TASTE TO REMEMBER

PANNA DELIVERS AUTHENTIC LATIN FOOD WITH EXCEPTIONAL CUSTOMER SERVICE.

OUR PRODUCTS COMBINE LATIN AMERICAN FLAVORS WITH A FOCUS ON FRESH, HIGH QUALITY INGREDIENTS.

OUR FRIENDLY AND AMAZING TEAM MEMBERS, CREATE A UNIQUE AND MEMORABLE EXPERIENCE, LEAVING CUSTOMERS WITH A TASTE TO REMEMBER AND PLACE THEY LOVE.

UNIQUE RECIPES
WITH A MIX OF
COLOR & AROMAS

FLAVOR

TECHNOLOGY &
COMFORT COMBINED
IN A GREAT ENVIROMENT

MODERN

QUALITY

PRIME PRODUCTS
THAT CONSISTENTLY
EXCEED CUSTOMER
EXPECTATIONS

FRESH

MADE TO ORDER
PRODUCTS WITH
FRESH INGREDIENTS





AREPAS



SALADS



PABNIS



BURGERS & GRILL



BREAKFAST



LATIN CORNER



THE PLACE YOU LOVE



OUR FOOD

UNIQUE PRODUCTS INSPIRED BY LATIN AMERICAN CUISINE, PREPARED USING TRADITIONAL RECIPES AND USING FRESH INGREDIENTS.

OUR PEOPLE

HARD WORKING, PASSIONATE, AND COMMITTED TO DELIVERING RESULTS.

OUR STORES

MODERN AND CASUAL SPACES THAT CREATE AN INVITING EXPERIENCE SURROUNDED BY MUSIC AND VIDEO.

OUR CULTURE

WE BELIEVE IT'S THE LITTLE THINGS WE DO TO MAKE OUR GUESTS FEEL PART OF THE PANNA FAMILY.





AREPAS *The new latino sandwich* ANY SELECTION 6.94



CARNE ASADA
Grilled steak, green cabbage, paiza cheese, pico de gallo with our homemade garlic sauce.



PABELLÓN
Shredded beef, black beans, sweet plantains and paiza cheese.



REINA PEPIADA
Shredded chicken, mayo and avocado.



TROPICAL
De Mano cheese, sweet plantains, avocado and tartar sauce.



PELUA
Shredded beef and gouda cheese.



CATIRA
Shredded chicken and gouda cheese.



PERNIL
Pulled pork, mayonnaise and tomatoes.



All our Arepas are proudly made with Harina Pan.

ANY SELECTION



PERICO

Scrambled eggs, tomatoes and onions. Turkey available.



HAM & CHEESE

Turkey available.



QUESO GUAYANÉS



QUESO PAIZA



QUESO AMARILLO



QUESO DE MANO



BABY AREPITAS

Combination of four fried mini arepas of our most popular flavors: pelua, pepiada, catira, ham and guayanés cheese.



CACHAPAS

Sweet corn pancakes served with de mano cheese. Protein options: steak, shredded beef or pulled pork.



MAICITOS

Kernel corn served with mozzarella cheese, our homemade sauce and crushed potato chips.

FROM THE GRILL



GRILL MIX

Your selection STEAK | CHICKEN | MIXED

Your pick of Angus steak, chicken or both, along with arepas, queso de mano, coleslaw, churichurn and pico de gallo.



CHEESE BURGER

Grilled ground beef or chicken with cheese, lettuce, tomatoes, mustard, ketchup, homemade sauces, potato sticks, served on a Boobie's Kasher bun or arepa. Pineapple sauce available.

THE WORKS BURGER

Grilled ground beef or chicken with ham, cheese, egg, bacon, potato sticks, lettuce, tomatoes, grilled onions and mushrooms, mustard, ketchup, homemade sauces, served on a Boobie's Kasher bun or arepa. Pineapple sauce available.

MAKE IT A COMBO

fries and fountain soda 20 oz.

2.75

EXTRAS

Fries only

1.75

Ham, cheese or bacon

1.49

Avocado

2.25

Egg or mushroom

1.79



THE WORKS HOT DOG

Grilled sausages and mushrooms, mozzarella cheese, bacon, coleslaw, mustard, ketchup, homemade sauces and potato sticks.



PEPITOS

Your selection

STEAK | CHICKEN | MIXED

Meat, lettuce, tomato, ketchup, mustard, pink sauce, garlic sauce, melted mozzarella cheese topped with potato sticks and served on a baguette bread.



PATACÓN

Your selection

SHREDDED BEEF | SHREDDED CHICKEN

STEAK | PULLED PORK BBQ
Fried green plantain topped with your choice of meat, cabbage, paiza cheese, garlic sauce, pork sauce and ketchup.

PANINIS *with olive oil bread*



CHICKEN BBQ

Grilled chicken breast, bacon, swiss cheese, lettuce and BBQ sauce.



AVOCADO CHICKEN

Grilled chicken breast, fresh mozzarella, tomatoes, avocado and honey mustard.



HAM & SWISS

Ham, swiss cheese, tomatoes and our homemade dressing.



TUNA

Our homemade tuna recipe, served with lettuce and tomatoes.

CHICKEN & ROASTED PEPPERS

Grilled chicken breast, bacon, swiss cheese, tomatoes, roasted red peppers and our homemade dressing.



CAPRESE

Fresh mozzarella, tomatoes, fresh basil and pesto sauce.

ANY SELECTION



AMALFI

Prosciutto, swiss cheese, roasted red peppers and pesto sauce.



BABY PATACON



8 DELICIOUS OPTIONS

- Pelua
- Catira
- Pepiada
- Caprese
- Coleslaw + Paiza
- Tuna
- Hogao Paiza
- Mechada + Pico de Gallo

DESSERTS



Yes Leches
Chocolate Cheesecake
Key Lime Custard

Passion Fruit Cream
Chocolate Mousse
Dulce de Leche

DULCE DE LECHE CAKE

BREAKFAST *served all day long*



DAILY BREAKFAST

Three scrambled eggs with onions and tomatoes. Your choice of wheat or white baguette or croissant.



COMPLETE BREAKFAST

Two eggs cooked to order, hash browns, with either ham, bacon or turkey. Your choice of wheat or white baguette, croissant or arepa.

*Beverages are not included with the price.

BREAKFAST SIDES (EACH)

Ham, cheese or bacon.	1.49	Plain arepa with butter.	1.99
Two eggs cooked to order.	1.89	Toasted baguette.	
Egg white cooked to order.	0.99	With butter.	1.99
Tomatoes, onions or mushrooms.	0.75	With cheese and ham or cheese and turkey.	3.89



VEGGIE OMELETTE

Three scrambled eggs with onions, tomatoes, green peppers and mushrooms. Your choice of wheat or white baguette, croissant or arepa.



CRIOULLO

Two eggs cooked to order, arepa, shredded beef, black beans and shredded paca cheese.



BREAKFAST SANDWICH

Omelette sandwich made of two eggs with either ham, bacon or turkey and swiss cheese. Your choice of wheat or white baguette or croissant.



HAM PITA BREAKFAST

Two scrambled eggs with onions, tomatoes, ham, bacon, swiss cheese and avocado on a pita pocket bread.

ORANGE JUICE



Fresh!

COFFEE

Original ESPRESSO

Almond milk available 0.60

SM 4 OZ

CORTADO

ESPRESSO

COLADA

EXTRA SHOT

MED 12 OZ LRG 16 OZ

MICHA

LATTE

CAPPUCCINO

CHOCOLATE

SOUPS

SOUPS OF THE SEASON

CUP 8 OZ

BOWL 12 OZ

TAKE TWO

CUP OF SOUP WITH FULL PANINI OR CUP OF SOUP WITH HALF SALAD

Choose between any of our seasonal soups and pair it with any full panini or any half salad.



SALADS



CHICKEN COBB

Fresh romaine lettuce served with grilled chicken breast, diced avocado, chopped bacon, blue cheese, sliced hard boiled egg, chopped tomato and dill dressing.



CHICKEN CAESAR

Fresh romaine lettuce served with sliced, grilled chicken breast, shredded parmesan cheese, croutons and Caesar dressing.



DESGRANADOS

BREAK | CHICKEN | MIXED Your choice of meat, served with romaine lettuce, shredded mozzarella cheese, potato sticks, pink sauce and our homemade sauce.



ORIENTAL SALAD

Grilled chicken, red cabbage, romaine lettuce, snow peas, carrots, mandarin oranges, sesame seeds, ginger dressing and sesame seeds.

LATIN CORNER *Our latin delights*



CACHITO

MINI 3.24



CACHITO

MINI 3.24



TEQUENO

Cheese
Guava and cheese



COLOMBIAN EMPANADA

Shredded beef and potatoes



VENEZUELAN EMPANADAS

Shredded beef, ground beef, shredded chicken or cheese



ARGENTINIAN EMPANADAS

Chicken, beef or spinach



PANABONO

Colombian cheese bread



CROISSANT

Plain
Ham and Cheese



MINI TEQUENOS

Come with 6 pcs



PLATTERS *Our delicious variety*

STARTER 11.99

12 argentinian beef and chicken mini empanadas.

LARGE 23.99

12 argentinian beef and chicken mini empanadas, 6 colombian mini empanadas and 6 mini grilled arepitas.

FULL 27.99

12 argentinian beef and chicken mini empanadas, 6 colombian mini empanadas, 6 mini grilled arepitas and 6 cheese mini tequenos.



FULL PLATTER

CREATE YOUR OWN PLATTER Choose your own favorite mini delights in multiples of 6. Minimum 24 pcs.

KIDS menu

CHICKEN TENDERS

Three fried chicken tenders with fries.

SCRAMBLED EGGS

Two scrambled eggs either with onions and tomatoes or with ham and cheese.

MINI CACHAPA

Mini sweet corn pancakes served with de mano cheese.

BABY AREPITAS

Two ham and cheese baby arepitas

SALCHIPAPAS

French fries with fried sausages topped with pink sauce.

HOT DOG

Served with cheese, ketchup and potato sticks.



JUICES & SMOOTHIES 8 OZ

Mango, pineapple, passion fruit or strawberry.

add milk

CITRUS MIX

Orange juice and pineapple.

SINERGY DRINK

Pineapple, cucumber and mint.

COCONUT LEMONADE

Hand squeezed lemonade with coconut juice.

WESTON
2620 Weston Rd,
Weston, FL 33331
(954) 618-4017

WESTON TOWN CENTER
1731 Main Street
Weston, FL 33326
(954) 372-1944

DORAL
11402 NW 41st #112
Doral, FL 33178
(305) 477-2430

ORLANDO
13526 Village Park Dr #200
Orlando, FL 32837
(407) 270-7891

FOUNTAIN SQUARE
10071 W Flagler Street
C-120 Miami, FL 33174
(305) 600-0202

MARLINS PARK
501 Marlins Way
3rd Floor - Taste of Miami
Miami, FL 33125



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CONSUMER ADVISORY: Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions. Section 3-603.11, 2001 Food Code

OUR LOCATIONS



OUR TEAM

SHARED SERVICES CENTER

OUR TEAM IS RESPONSIBLE FOR ACCOUNTING, MARKETING, HUMAN RESOURCES, PAYROLL, IT, LEGAL, PURCHASING, MANUFACTURING, LOGISTICS AND DISTRIBUTION.

MANAGEMENT'S FOCUS ON HEAD-COUNT, PROCUREMENT, LABOR COSTS AND SITES SELECTION ARE KEYS TO OUR SUCCESS.



MAURICIO
MENESES
CEO



ALEXANDER
RUEDA
GENERAL
DIRECTOR



LUZ
ORTEGA
OPERATIONS
DIRECTOR



LIGIA
PALACIO
ACCOUNTING
DIRECTOR



JAIME
RAMIREZ
MARKETING
DIRECTOR



WENDY
GONZALEZ
PANNA LOGISTICS
DIRECTOR



LUIS
VILLEGAS
PANNA TO GO
DIRECTOR

PROVEN CONCEPT

KPI'S

AVERAGE
COGS
34%

AVERAGE
SALES
2.4 MM

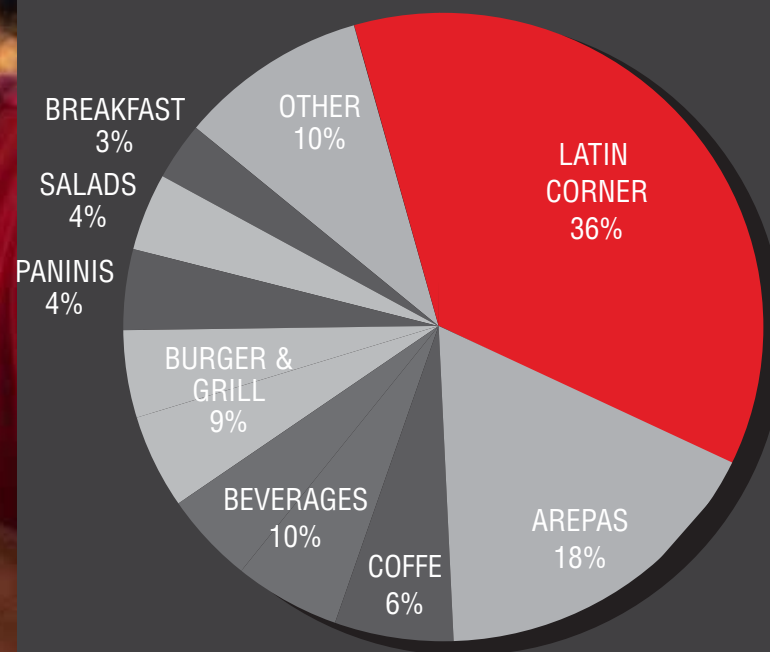
AVERAGE
LABOR
29%

AVERAGE
CHECK
\$13.4

AVERAGE
DAILY
TC'S
490+

SAME STORE
SALES
10%

PRODUCT MIX



2018 PROJECTED SALES US\$ 13MM

Updated 09/30/17

IN-HOUSE MARKETING



OUR MARKETING DEPARTMENT'S PRIMARY GOAL IS TO BUILD, ENHANCE AND LEVERAGE PANNA'S BRAND EQUITY, CREATE BRAND AWARENESS AND LOYALTY.

OUR CREATIVE TEAM MANAGES ALL ASPECTS OF IMAGE, ADVERTISING, SOCIAL MEDIA, SALES PROMOTIONS, PACKAGE DESIGN BRAND REPUTATION.

WE ARE PROUD TO SUPPORT OUR COMMUNITY THROUGH DIVERSE LOCAL SPONSORSHIPS SPECIALLY WITH EDUCATIONAL INSTITUTIONS ACROSS SOUTH AND CENTRAL FLORIDA.



Official Sponsor of FIU Athletics

BRAND REPUTATION



12.0%
NEGATIVE

7.8%
NEUTRAL

80.3%
POSITIVE

OVERALL SENTIMENT

LocalBiz360.com current report based on all our social outlets, 09/30/2017

f t G+ p @pannastores

FACTORY

22,000 SF PRODUCTION FACILITY LOCATED IN MIAMI, FL

AT PANNA WE ARE COMMITTED TO THE GROWTH OF THIS CORE OPERATION. WE HAVE INVESTED HEAVILY IN BOTH TECHNOLOGY AND THE HUMAN CAPITAL TO PROPEL THIS DIVISION FORWARD.

OUR PLANTS CERTIFIED BY THE USDA WHICH ENSURING THAT CUSTOMERS ARE CONSUMING PRODUCTS OF THE HIGHEST STANDARDS OF QUALITY AND HYGIENE.



2017 MARKED EXPLOSIVE GROWTH IN THE PRODUCTS WE PRODUCE FOR CLIENTS OUTSIDE OF PANNA RESTAURANTS. WE ARE HONORED TO PRODUCE PRODUCTS FOR NATIONALLY RECOGNIZED DISTRIBUTORS SUCH AS GOYA, SYSCO, COREMARK, PAGNIFIQUE AND OTHERS.

Sysco



GOYA

pagnifique



LOGISTIC & DISTRIBUTION

6K SF WAREHOUSE & COLD STORAGE

PANNA LOGISTICS IS OUR CORPORATE DIVISION HANDLING ALL RESTAURANT FULFILLMENTS, FROM ORDER RECEIPTS, WHOLESALE PURCHASING, FOOD WAREHOUSING, COMPLIANT STORAGE TO DELIVERY OF ALL OF DRY GROCERIES, DAIRY, MEAT, FROZEN FOODS, BAKERY AND PRODUCE.

WE HAVE RECENTLY PUT IN PLACE A DISTRIBUTION MANAGEMENT TEAM WITH AN EMPOWERED CULTURE THAT VALUES HARD WORK, DISCIPLINED PROCESSES AND ACCOUNTABILITY.

WE'RE DRIVEN TO DELIVER MORE PRODUCTS TO FUFILL PANNA'S OPERATIONAL NEEDS.





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PANNA CAFE EXPRESS LLC • 3300 CORPORATE AVE. STE 110 WESTON, FL 33331 • 954.900.8876

