



# BOOST YOUR BUSINESS SESSION 2

# GETTING YOUR BRAND STORY ON THE WEB TO YOUR CUSTOMERS

Brandon Ting – Co-founder and CEO Kizuki Ramen and Izakaya

Ana Castro – Co-Founder Salvadorean Bakery

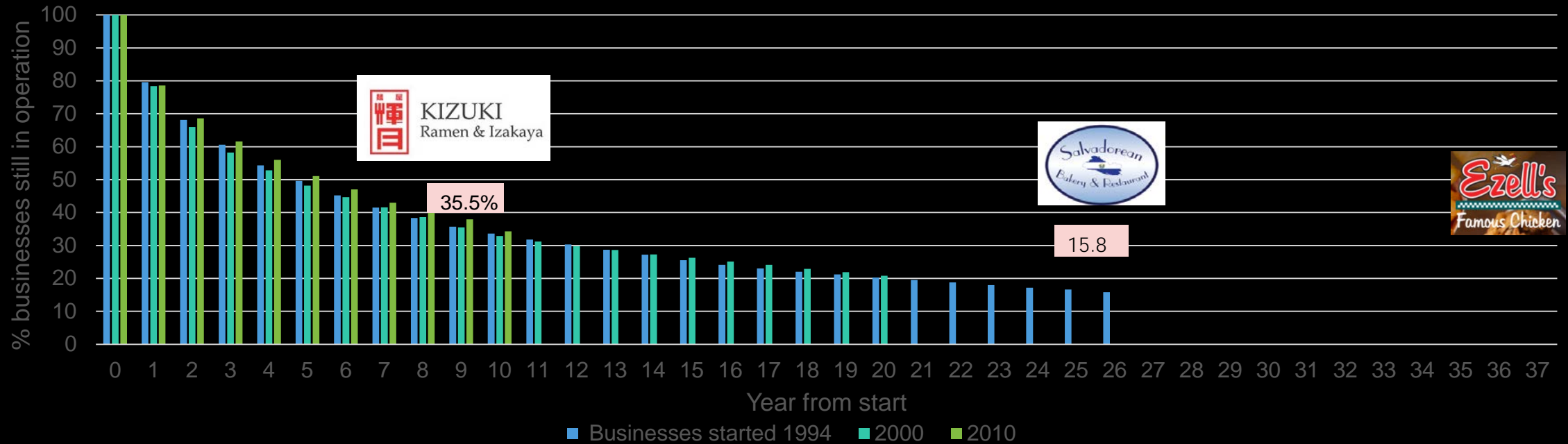
Lewis Rudd - Co-Founder and CEO Ezell's Famous Chicken

# SUPERSTAR BUSINESSES BEAT THE ODDS

## Business survival rates

Percent of businesses still in operation by year from start

Retrieved 8/20/21 from [https://www.bls.gov/bdm/us\\_age\\_naics\\_00\\_table7.txt](https://www.bls.gov/bdm/us_age_naics_00_table7.txt)





# THE KIZUKI BRAND STORY

- Kizuki Ramen and Izakaya is about true appreciation of the high art of ramen. Kizuki prepares the complex broth in the same way as they do in Japan importing unique ingredients. They concentrate on every minute detail of the total experience including the open kitchen concept and caring Japanese service.



Brandon Ting







KIZUKI  
Ramen & Izakaya

MENU

LOCATIONS

ABOUT US▼

MEDIA▼

CAREERS▼

NEWS

CATERING

CONTACT US

ONLINE ORDER



Brandon Ting

## Essential components are there

- Menu
- Location
- About us
- Media
- Careers – job listings
- News
- Catering – Inquiry form
- Contact
- Call to action

## Emotional branding

- Detailed story of vision, philosophy and history
- Sumptuous pictures of food all consistent with high-quality brand and attention to detail
- Use of photos and videos to show people truly enjoying themselves
- Ramen makes people happy

*Best ramen restaurant*

ONLINE ORDER



"Can I see what's new?"

What kinds of food do you specialize in?

Type a question

Ask

About

See All

1 We are passionate about our ramen. Our philosophy is to serve the most traditional, authentic and delicious Japanese ramen that you can possibly have.

8,100 people like this

8,281 people follow this

88,739 people checked in here

<http://www.kizuki.com/>

Send Message

[contactus@kizuki.com](mailto:contactus@kizuki.com)

Food & Beverage Company

Suggest Edits

Is this the right phone number for this page?

+1 425-214-1088

Kizuki Ramen & Izakaya

May 9, 2020 ·

Kizuki can help! #LocalRestaurant

Front line health care professionals guard our life security and Kizuki tries to be a strong backup. We have made 28 hospital runs in the past 30 days and donated over 1800 bento boxes!

We would like to extend our offer to the community:

- Keep delivering bento boxes to hospitals
- In-Home-Remem-kit for families to cook an easy delicious meal at home.
- Donating \$1 for anyone who shares this post.
- By May 25th, Kizuki will be ready to serve our customers in a SAFE social distancing dining environment 🙌

There is much more we are planning to do for our communities, so please stay tuned!



some pulling extra shifts without even stopping to eat.

Kizuki Ramen & Izakaya

March 20 ·

#stopasianhate

To support this event raising awareness against Asian hate, we will provide free Chicken Karrage this evening for dining in customers in our Bellevue Square Kizuki location. If you are ordering Togo, please let us know that you are taking the food to join the march.

Our hearts go out to the families of the victims of the recent crime. Help the families and individuals affected by the attacks against the Asian community. #stopasianhateseattle

Bellevue Downtown Park

Saturday, 2021/03/20

5:00-6:30pm Gathering&Rally Candlelight vigil

Kizuki Ramen & Izakaya

May 9, 2020 ·

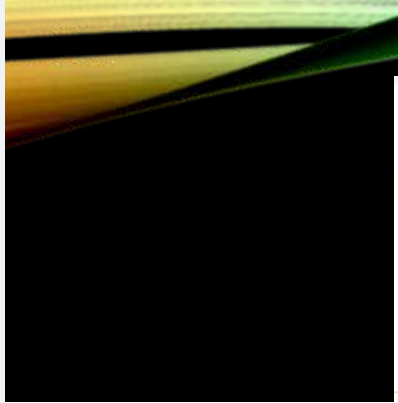
Kizuki can help! #LocalRestaurant

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Kizuki Ramen & Izakaya

campaign for the society! Would you buy a lunch?

are putting everything on the line to battle

Kizuki will provide free entrées to local hospitals

to contribute to our front-line workers. Our p

support for local hospitals throughout grea

KIZUKI

Ramen & Izakaya

Free meals for all children (Pick up only)

FREE MEALS FOR ALL CHILDREN

#wegotthiseattle #wegotthischicago

Northgate - 319 NE Thornton Pl, Seattle, WA 98125

West Seattle - 4203 SW Alaska St, Seattle, WA 98116

Tacoma Mall - 4502 S Steele St, Mall Suite 501A, Tacoma, WA 98409

Wicker Park - 1482 N Milwaukee Ave, Chicago, IL 60622

NEWCITY (Lincoln Park) - 1538 N Clybourn Ave, Chicago, IL 60610

Beaverton - 11830 NW Cedar Falls Dr #128, Portland, OR 97229

Free meals for hospital workers

FREE MEALS FOR HOSPITAL WORKERS

#wegotthiseattle

Kizuki supports local hospital workers with free entrées daily

10 Comments 13 Shares

Kizuki Ramen & Izakaya

March 19, 2020 ·

Updates: Chicago & Beaverton Oregon Kizuki's are now offering free lunches to kids under 18 daily!! We also increased our days to include weekend lunches.

Providing for you during this time of uncertainty fills us with purpose.

To all customers who are ordering Take Out and Delivery from our stores Your orders are making a big difference for us to provide our Free Lunch to Children program on a daily basis and hours to our team members, who needs more than ever! ... See More

KIZUKI

Ramen & Izakaya

We added New Locations and Weekends

FREE MEALS FOR ALL CHILDREN

To our Communities & Customers & Team Members: We Got You! To continue to support our communities we are expanding our Free Lunch Program for our Children.

All following locations will offer free lunch to our Children 11:00 am till 2:00 pm, 7 Days a week.

Northgate - 319 NE Thornton Pl, Seattle, WA 98125

West Seattle - 4203 SW Alaska St, Seattle, WA 98116

Tacoma Mall - 4502 S Steele St, Mall Suite 501A, Tacoma, WA 98409

Wicker Park - 1482 N Milwaukee Ave, Chicago, IL 60622

NEWCITY (Lincoln Park) - 1538 N Clybourn Ave, Chicago, IL 60610

Beaverton - 11830 NW Cedar Falls Dr #128, Portland, OR 97229

Free Lunch menu will consist of:

- Chicken Chashu Don [A bowl of steamed rice topped with poached chicken thighs and vegetables.]
- Pork Chashu Don

60

Kizuki Ramen & Izakaya

March 22 ·

Caroline has been part of Kizuki for years. A member in bringing joy to her co-workers. Early this year Caroline has been diagnosed with cancer at such a young age. She has already had chemotherapy and radiation. She won't stop her treatment. Covering living expenses is difficult.

We hope to raise some money to help Caroline fight this. From 3/22 to 3/26, Kizuki's proceeds go to Caroline.

- Order pick-up for our Ramen Kit at <https://www.kizuki.com/online-order/>
- Delivery service available at [ramen-kit.kizuki.com](https://www.kizuki.com/online-order/)

Support Caroline's fight for cancer. Spread loves, not hates!

GoFundMe page: <https://www.gofundme.com/.../help-caroline-during-her...>

#cancerfighter #love #supportasianwomen

Support Caroline's Fight for Cancer

All proceeds from our Ramen Kit this week will be donated to

87

19 Comments 67 Shares



# SALVADOREAN BAKERY BRAND STORY

- Authentic traditional Salvadorean cuisine. Original and quality ingredients imported directly from El Salvador and Central and South America. True experience of the culture.



Ana Castro





# ALL THE ESSENTIALS ARE ON THE WEBSITE



Ana Castro






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forward to seeing you soon!

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(206) 762-4064

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**Salvadorean Bakery & Restaurant INC**

Salvadorean Bakery and Restaurant, Inc. is located in the city of Seattle in the State of Washington.

Salvadorean Bakery and Restaurant, Inc. is an family business founded in 1996 by the sisters Aminta and Ana who came from El Salvador.

**Quick Links**

- Home
- Reviews
- Galleries
- Menu

**Our Category**

- Bakery
- Restaurant
- Catering for Events
- Productos

**Contact Us**

1719 SW Roxbury st  
Seattle, WA 98106

(206) 762-4064  
(206) 402-4083

salvadoreanbakery@hotmail.com

Seattle's diverse communities up close

[Viewer Feedback](#) | [About the Show](#)



## Community Stories: Salvadorean Bakery

11/18/2005 | 9:58

The Salvadorean Bakery in White Center serves not only as a popular dining spot but also as culinary gateway to El Salvador. Ana Castro and her sister Aminta Elgin opened the bakery in 1996 and it has since flourished as a successful restaurant/bakery and a cultural community center through its food. By sharing their pasteles (hand-shaped pastries), desayuno (breakfast fare) and food items like pollo encebollado, pupusas and yucca frita with others, Ana and Aminta give their bakery's diverse clientele a little bit of El Salvadorean tradition while they keep alive their strong ties to their culture.

### Primo pupusa in the heart of White Center



Originally published December 29, 2007 at 12:00 am | Updated December 29, 2007 at 12:24 am



**"It's just better at the Salvadorean Bakery. " That's what my friend (a pupusa connoisseur) says every time she samples a pupusa made anywhere...**

#### Salvadorean Bakery



*Piñatas sway over the three pastry-filled cases at the Salvadorean Bakery. (Jackie Varriano / The Seattle Times)*

To say this spot is only good for a quick snack break is selling it short. You can get everything from platters of Salvadorean sausages with eggs and fried plantains and pupusas to whole rotisserie chickens and tamales. There's also a small grocery section selling cheese, tortillas, ho-dried beans and other pantry staples. It's hard to get past the three glass-cases brimming with pastries, cookies, rolls, a row of bright piñatas swaying slightly overhead.



Ana Castro

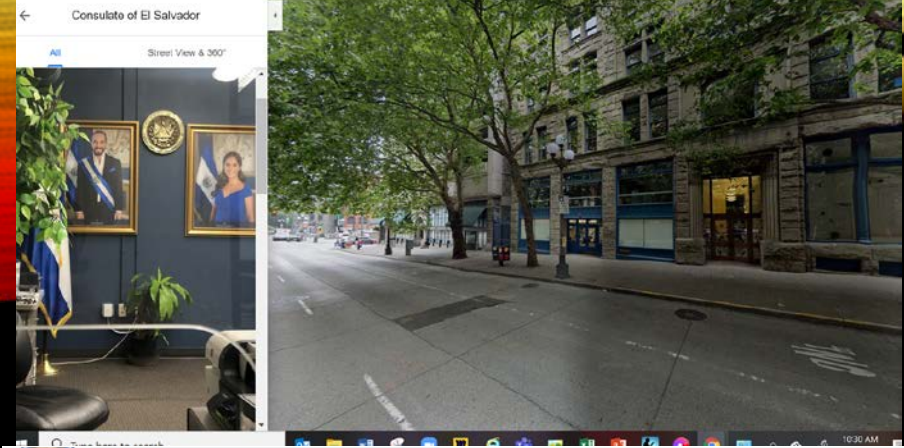
[FIND A RESTAURANT](#) > [DETAILS](#)

### Salvadorean Bakery

📌 EDITOR'S PICK







Ana Castro

**Martha Ramos**  
Pueden llevarlo a la casa? ...

Like · Reply · See Translation · 34w

**Author**  
Salvadorean Bakery & Restaurant. INC.  
Martha Ramos si se puede si vive dentro 10 millas de distancia de la panaderia. ...

Like · Reply · See Translation · 34w

**Martha Ramos**  
Salvadorean Bakery & Restaurant. INC. La direccion es 317 S. 216th ST. Des Moines WA 98198. Creo que son alrededor de 10 millas. Por favor me puede decir si es posible. Gracias ...

Like · Reply · See Translation · 34w

**Author**  
Salvadorean Bakery & Restaurant. INC.  
Salvadorean Bakery & Restaurant. INC. Si cuando lo nesecita? ...

Like · Reply · See Translation · 34w

**Martha Ramos**  
Salvadorean Bakery & Restaurant. INC. El 24 a cualquier hora. Quisiera el cake con la decoracion del grinch y que diga merry Christmas, Corliss & Justin. ...

**Ask Salvadoran Bakery & Restaurant. INC.**

"What kind of food do you serve?" Ask

"Can I see a menu?" Ask

"Where are you located?" Ask

"Do you deliver?" Ask

Type a question Ask

**About** See All

1719 SW Roxbury St Seattle, WA 98106

The best tres leches cake in the region, and authentic Salvadoran food

<https://www.instagram.com/salvadoreanbakery/>

2,289 people like this including 4 of your friends

2,349 people follow this

5,666 people checked in here

<http://www.thesalvadoreanbakery.com/>

(206) 762-4064

Send Message

Open Now 7:00 AM - 9:00 PM

Latin American Restaurant · Bakery · Dessert Shop

See Menu

**Suggest Edits**

Is this the correct category for Salvadoran Bakery & Restaurant. INC?

Salvadorean Bakery & Restaurant. INC. updated their profile picture. August 16 at 8:11 PM

Emilia Gan and 16 others 3 Shares

Write a comment...

Salvadorean Bakery & Restaurant. INC. updated their profile picture. July 18

**Instagram**

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115 posts 598 followers 72 following

Salvadorean Bakery  
Family Style Restaurant  
[www.thesalvadoreanbakery.com/home](http://www.thesalvadoreanbakery.com/home)

Pupusas Pupusas

POSTS TAGGED

White Center WA 98148

Pupusas

Pupusas



# EZELL'S FAMOUS CHICKEN BRAND STORY

- Ezell's Difference – Authentic and regional African American cuisine. Texas fried chicken. High quality and fresh daily ingredients. Fresh three-pound chickens cut in eight pieces to give more value. 100% per vegetable oil. Proprietary battering process to seal in natural juices. Spicy chicken is marinated for 24-hours. Good homemade side dishes.



Lewis Rudd





# COMMUNITY BUILT EZELL'S



Lewis Rudd



[LOCATIONS](#) [MENU](#) [ABOUT US](#) [COMMUNITY](#) [CATERING](#) [CAREERS](#)

[Order Pickup](#)

1984

## FIRST EZELL'S LOCATION OPENS

Ezell's opened its doors for the first time in 1984 on the same day as the inaugural Bubblin' Brown Sugar Dance-Off event at Garfield High School.

1987

## SONICS AND SEAHAWKS PARTNERSHIP LAUNCHES

Ezell's begins bringing meals to the players of both Seattle teams. Often times, before a road trip, Ezell's would have to deliver the food to the team plane on the airport runway. To this day, Ezell's feeds the Seattle Seahawks players nearly every week.

1990

## CATERED OPRAH'S BIRTHDAY

Ezell's Famous Chicken was invited to cater Oprah Winfrey's birthday in Chicago. Our company co-founders made the trip to hand-make Oprah's favorite food for her special celebration.





**Ezell's Famous Chicken**  
@EzellsFamousChicken · Chicken Joint

Send Message

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**About** See All

Good chicken, Good people, doing Good for our communities.

Ezell's Famous Chicken has been bringing Seattle its best fried chicken for over 30 years. With a recipe right out of America's South and a genuine de... See More

17,925 people like this including 2 of your friends

17,964 people follow this

21,437 people checked in here

<https://ezellschicken.com/>

(206) 722-7240

Typically replies within a few hours

Send Message

ezells\_chicken • Follow

ezells\_chicken We like to have fun, but when it comes to our chicken, we're never playing games. #Ezells #FriedChicken #GameNight

5d

ezells\_chicken .

#foodstagram #foodie #comfortfood #southerncooking #lunch #dinner #friedchicken #southerncomfort #highquality #yumminmytummy #foodtruck #seattlefood #soulfood #foodpics #cheatday #homecookedmeal #familybusiness #chicken #southerncomfortfood #EzellsFamousChicken

200 likes  
5 DAYS AGO

# CREATING COMMUNITY IS CREATING YOUR CUSTOMER BASE – LOYAL ADVOCATES WHO TELL YOUR STORY



Lewis Rudd



**BLACK PHILANTHROPY is  
COMMUNITY CARE**

Join us for a livestream conversation  
Tuesday, Aug. 17 at 12 to 1:30 pm

Moderated by:  
**Andrea Caupain Sanderson**  
co-founder of Black Future Co-op Fund

**Doug Baldwin**  
former Seahawk and founder of  
Family First Community Center

**Frankie Manning**  
executive board member of

**Mattie Mooney**  
co-founder of Trans Women  
of Color Solidarity Network

**Lewis Rudd**  
co-founder of

**BLACK**

or our community. We are committed to giving back, munity impact to learn how we do good for our





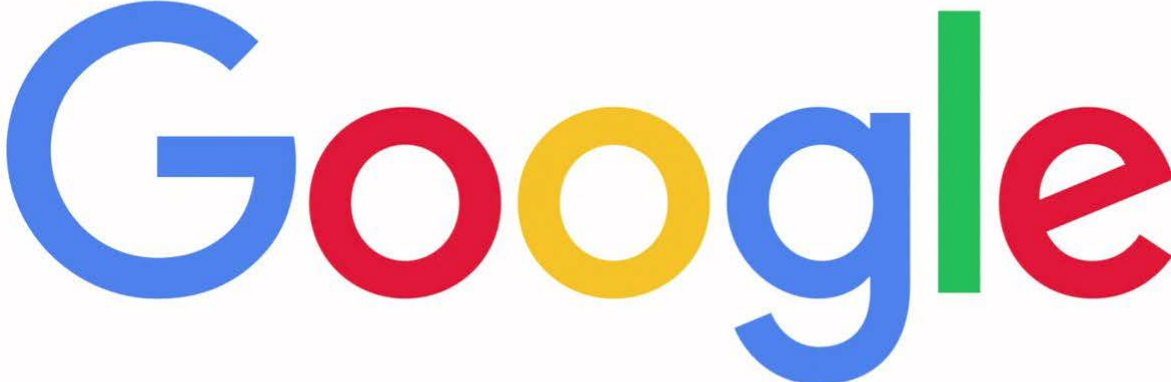
# TAKE-AWAYS

- Your story is authentic and emotional. It is something that large companies cannot tell. It is personal.
- Articulate your story and tell it to your customers all along the customer journey starting with your website and going through to post-purchase service (including bad reviews!). The vision should be consistent. Interact with your customer in telling your story. People want to connect now.
- Create a community around your business. It's about much more than profits. It's about purpose. It's about being there for them. It's about coming out of this together. It's about trust. All of this will make your customers loyal and that will go a long way towards, not just surviving, but thriving.



# □ RETURN TO THE LOBBY/ GO INTO TO SESSION 3

- COMING UP...

The Google logo is displayed in its standard multi-colored font (blue, red, yellow, blue, green, red) on a white rectangular background.