



Electrolux
PROFESSIONAL

'You Need the Proper Tools to Do the Job'

**Mexican Sushi Chain in California Saves Big on
Labor and Food Costs**

**"One of the best investments
of my culinary career without a
doubt. This equipment has literally
transformed my restaurant
operations both financially
and emotionally."**

- Frank Mendoza, Owner, El Sushi Loco

OVERVIEW

Frank Mendoza built El Sushi Loco from nothing.

What now consists of three locations across Southern California started with a humble food cart in 2010. Inspired to make something of his life after being released from prison, Frank started to attract fans of his Mexican sushi – his twist on classic Japanese sushi.

And from there it grew.

El Sushi Loco gained attention from Spanish-speaking media outlet Univision, which did a feature story on Frank and quickly expanded his customer base. Frank went from operating his business from a food cart to opening a permanent location in La Puente, then later opening two more locations.

“I always had a good palate, but mostly I had faith and a belief in this,” Frank said about his business. “I knew I had something special and different and the product was good. I needed the grit to just keep pushing.”

While growth is the goal for many restaurants, the rapid rise in popularity and production brought its own set of challenges for El Sushi Loco.



CHALLENGE

El Sushi Loco's menu is a beloved attention-grabber, but the company wasn't as efficient as it could be during production. Workers were spending large amounts of time dicing vegetables. Shrimp was being cooked manually in a stock pot.

To properly scale his business, Frank needed to find the right equipment. However, he wanted to make sure that whatever equipment he invested in wouldn't compromise the distinct taste his customers have come to expect.

"To be successful, I needed to make an investment. You need the proper tools to do the job. But I had to be assured that it would cook my product and keep the taste how I want it to taste."

However, increasing efficiency wasn't Frank's only challenge. Thawing frozen shrimp must be done carefully, considering the risk of the product temperature rising above the safety zone of 41 degrees. If this happens, El Sushi Loco must throw out the shrimp, which results in costly food waste.



HOW OUR EQUIPMENT HELPED

Frank's investments have paid off. An Electrolux Professional TrinityPro Food Processor dices vegetables and the Thawing Cabinet properly thaws shrimp and other proteins before they're cooked by a SkyLine Combi Oven. The versatility of Electrolux Professional and Groen's Braising Pans help El Sushi Loco cook everything from chicken and beans to noodles and octopus.

"Surround yourself with people you trust," Frank said about working with Electrolux Professional and its reps at The Fischer Group. "These were big decisions I had to make, and it could have been a bad investment if I didn't find people who will help you make a good decision."

Equipment at El Sushi Loco

| | |
|--|---|
|  Thawing Cabinet |  K55 Vegetable Slicer Cutter Slicer |
|  SkyLine Combi Oven Pro |  Bermixer PRO |
|  SkyLine Combi PremiumS / Blast Chiller-Freezer |  Bubbler® Cold Beverage Dispenser |
|  Thermaline Pressure Braising Pan |  Tango Super Automatic Espresso Machine |
|  Braising Pan |  SpeeDelight High-Speed Cooking Solution |
|  TrinityPro Food Processor | |



See Chef Frank talk about how Electrolux Professional equipment is used at El Sushi Loco.



It used to take **8 hours** to cook **40 lbs** of shrimp.



Now it takes **6 minutes** to cook **120 lbs** of shrimp.



El Sushi Loco perfectly pre-cooks **80 lbs** of chicken to 165 degrees in **8 minutes**, which they can chill and vacuum pack. This cuts cooking time to 4 minutes on the grill - without the worry of being overcooked or undercooked, while rendering the fat to use in other recipes.



- ✓ Safer cooking method
- ✓ Faster cooking times
- ✓ Saves on oil costs
- ✓ Improved flavor profile



Labor costs were cut by **20%** and food costs by **15%**.



Shrimp spoilage went from **30%** to **0%**.



It used to take **30 minutes** to prep **55 lbs** of tomatoes.



Now it only takes **5 minutes** to prep **55 lbs** of tomatoes.



Thaws **300lbs** of shrimp in **8 hours** without using water.

