

THE **edge** Business Spotlight

CONNECTION



The Spaniard Paellas

The Spaniard Paellas is a personal chef service specialized in producing authentic Spanish paella. The Spaniard also offers traditional Spanish cuisine workshops and consultation.

Contact The Spaniard Paellas Today!

Online: www.thespaniardpaellas.com

Phone: 404-822-2216

Email: thespaniard@thespaniardpaellas.com



Meet the Owner: The Spaniard Paellas

Alejandro Montes-Granada is the owner of The Spaniard Paellas, a personal chef service built from a dream that he had of working in the food sector. Alejandro loved the idea of being self-employed and building a business from his passion for traditional Spanish cuisine, so with a little over \$4,000 he created The Spaniard Paellas.

Alejandro used his own funds for his start up cost. His start up costs primarily went to purchase the equipment that he needed to operate his personal chef service. Most of his utensils were shipped from Spain, his native country. Alejandro states, "Paella pans and paella burners from Spain were very expensive!"

The Spaniard Paellas reaches customers through flyers, business cards, brochures, word of mouth, personal calls, and visits to potential customers. The Spaniard Paellas also leverages their website and social media to promote the business. The mission for The Spaniard paellas is to be a staunch defender of authentic paella and traditional Spanish cuisine. The Spaniard offers a unique personal chef service in Atlanta; nobody else offers authentic Spanish cuisine, on-site traditional paella preparation, or Spanish cuisine workshops.

Alejandro wanted to grow his business but did not know how, so he contacted The Edge Kitchen to find out more about the courses and workshops we provide. He states, "I consider myself an entrepreneur, but I was missing a business foundation to move forward. An idea without a business plan has few possibilities of being successful and The Edge was the perfect tool I needed to be able to develop a business plan out of my vision. "

The Spaniard Paellas Vision for the Future:

"My vision is to have a small tapas bar and restaurant. I will continue offering my personal chef service from this location as well. I also plan to have a small retail space inside the bar and restaurant where people can purchase authentic merchandise from Spain."