



From Corporate To Entrepreneurship

**3rd Women Mentoring Women Summit
March 6, 2014**



**Presented during the 3rd Women's Business Summit
March 6, 2014 Mandarin Oriental Hotel, Makati City**





Story of a Journey

20+ Years In The Corporate World





Story of a Journey

Husband Frank quietly managing **small** business of two food court franchises ...





Story of a Journey

One day, Frank faced
business **crisis** ...
Took big leap ...
Created brand ...
Joined bazaars ...
After 4 years,
20 stores !





REALIZATION

With my **20 year** corporate experience ...

I had the **knowledge** Frank needed !



DECISION

“**Sayang** ang creation ni Frank.”

**October 2007 :
Good-bye corporate
world ...**





STAGE OF THE BUSINESS

“Professionalize and level-up, or **DIE.**”





SHIFT IN ROLE

FROM

Focused
responsibility
(corporate)

TO

Multiple
responsibilities
(entrepreneurship)





**INITIALLY, IT WAS VERY
OVERWHELMING**





STAY CALM

THINK





WHAT I DID – STEP BY STEP

Take Control of **Cash** Flow (Accounting)
Find Your **Right Hand** (Purchasing)
Attend to **People** (Human Resources)

Organize
Responsibilities
b/w Frank and Me





WHAT I DID – STEP BY STEP

Time to make the **BUSINESS PLAN**





FOUR and A HALF YEARS LATER

August 2012 : **10 Years** since Frank first promoted his brand in a bazaar

Weathered storms ...

**Achieved
stability ...**





**UNFORGETTABLE
EXPERIENCES WITH
PEOPLE DURING THE
EARLY YEARS ...**





**MANY MORE HAPPY
RATHER THAN ANNOYING
EXPERIENCES ...**





FUNNY EXPERIENCE :

SAVING ON TALENT

FEEES ...





In any salo-salo,
Yes kami
to Reyes!



P145

Delicious and
convenient
barbecue meals,
anytime, anywhere.




For delivery, call
399-4909




The
LAST NAME
in barbecue

Barbecue. Peanut Sauce. Java Rice.
Best way to go !

Barbecue.
Peanut Sauce. Java Rice.
**BEST WAY
TO GO!**





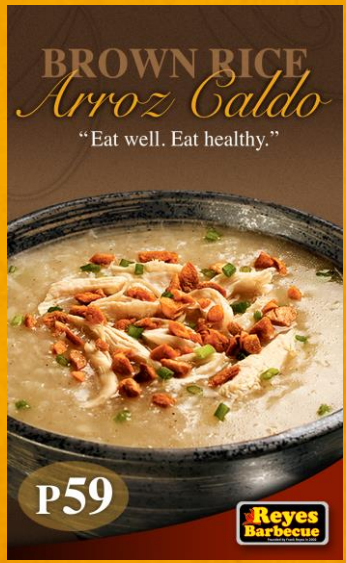

ILOILO



BORACAY



CONTINUOUS EVOLUTION





Pressure is much more as an entrepreneur,

but feeling of ***Achievement*** is more satisfying.





WE KEEP OUR EYES ON :

FAMILY and the **FUTURE**





**Founded in 2002
by Francisco “Frank” Reyes**



**Family Culinary
Heritage : 100+ Years**





Newspaper Article on "REYES FOOD TRADITION"

Reyes food tradition lives on

By Corrie Salientes-Narisma



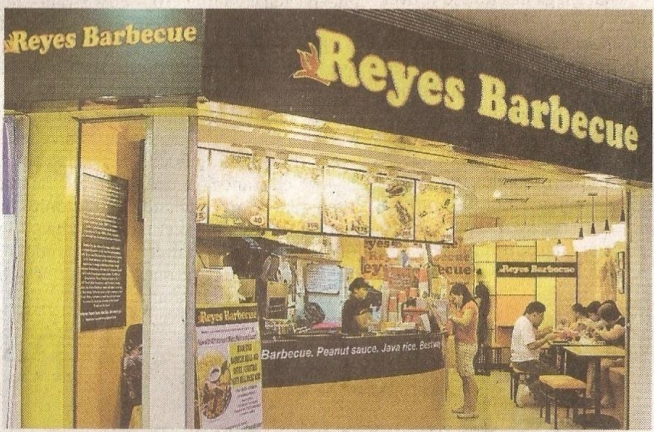
FRANCISCO Reyes with his family

FRANCISCO REYES WAS BORN TO A family that loves good food. He grew up seeing and hearing family members discuss and create the best possible food preparations for the clan's famous Aristocrat chain of restaurants.

Like his siblings and cousins, Frank, as he is fondly called by family and friends, started working in the famous Aristocrat chain when he was a teenager as a checker or accounting clerk on weekends and during school breaks. He later joined elder sister Engracia and helped her manage her franchised Aristocrat restaurants.

Thus, Frank's decision to go into the food business himself many years later came as no surprise, although his educational background—mechanical engineering—didn't seem to fit in the world where most members of his clan belong.

In 1991, Frank, who was then newly married to Inez, got his own fran-



FROM TWO stores in 2003, there are now 50 Reyes Barbecue branches.

chise and put up his Aristocrat stores in the food courts of SM North Edsa and Shangri-La Mall. Ten years later, his franchise contracts expired and were not renewed. That was when Frank and Inez decided to take the leap and pursue the business concept

Frank had been developing during his 20-year stint in the family's food and restaurant business.

But when he decided to go on his own, Frank vowed he would carve his own niche and make a name for himself.

REYES/B2





ENGRACIA CRUZ REYES

Founder of The Aristocrat (1936)
Grandmother of Frank Reyes



Reyes
Barbecue
Founded by Frank Reyes in 2002

LUISA GARCIA CRUZ, born 1870,
Mother of Engracia,
Great-Grandmother of Frank



“LUISANG KARI” story
Liwayway Magazine
July 1992 issue





Next Generation : Building the Heritage and the Business



Reyes Barbecue Brand Ambassador Patrick Reyes awards Mr. Ronald Ruiz, winner of the "Share A Meal" Reyes Barbecue Raffle Promo.





Next Generation : Building the Heritage and the Business

Cooking Lessons : Manila, Beijing, Singapore





Continuing The Reyes Culinary Heritage and Tradition

Feature in GMA 7 show
Jessica Soho Reports





Continuing The Reyes Culinary Heritage and Tradition



Patrick Francis Reyes
Finalist, Amazing
Cooking Kids
GMA 7 Kiddie
Cooking Reality Show





Continuing The Reyes Culinary Heritage and Tradition

BusinessMirror

A broader look at today's business

Food

FRIDAY-SATURDAY, SEPTEMBER 23-24, 2011 | D5

REYES BARBECUE FOUNDER'S SON AN AMAZING COOKING KID!

FAMILY culinary heritage can indeed be passed on. One of the finalists (after an audition of hundreds) in the recently concluded pioneering GMA kiddie reality cooking show *Amazing Cooking Kids* was Master Patrick Francis Silva Reyes, 12 years old and eldest son of Reyes Barbecue founder Francisco "Frank" Reyes.

Patrick showed his advanced culinary skills, coming up with dishes like Grilled Lamb Steak, Shiitake Blue Cheese Pasta, Fish in Papillote, *Rellenong Alimasag* Souffle, and Chocolate Mint Chip Cookies, during the various episodes of the show.

Seeing his skills honed through cooking lessons starting at age eight at the Sylvia Reynoso Gala Cooking School, Patrick's parents encouraged him to further develop his talents via cooking lessons during a family vacation in Beijing, and during one summer where he cooked every day trying all the recipes in the cookbook *Fast Food* by his idol, Chef Gordon Ramsey of the television programs *Hell's Kitchen* and *Master Chef* fame.

But according to Patrick, his best training was that he received under the personal mentoring of his dad, Frank Reyes.



PATRICK FRANCIS SILVA REYES.





Continuing The Reyes Culinary Heritage and Tradition

Reinventing the Recipe

THERE'S MORE TO REYES BARBECUE THAN ITS APPETIZING SAUCE. FOR FRANK REYES, THE KEY INGREDIENTS TO SUCCESS ARE PASSION, FOCUS, AND FAMILY INSPIRATION

HIS FAMILY HAS A CULINARY HISTORY OF OVER 100 YEARS, WHILE HIS WIFE INEZ, WAS A TOP EXECUTIVE AT THE COUNTRY'S BIGGEST FAST FOOD CHAIN.

But it still wasn't easy for Francisco "Frank" Reyes when he embarked on his journey to establish himself in the food and beverage industry.

A FAMILY LEGACY
As a member of the famous Reyes clan, who established the culinary institution Aristocrat in 1956, Frank grew up around food. As kids, he, his siblings, and his cousins were required to work in their Lola's restaurant every summer to earn their allowances.
So when it was time to set

up his own business, he took the obvious route and acquired his own Aristocrat franchise. But in 2001, the company instituted a new policy and Frank's franchise was no longer renewed. Faced with the loss of his business, Frank was forced to develop his own brand and concept.

HOT OFF THE GRILL
Frank didn't have to look too far for inspiration. Even as a young boy, he knew that the best-selling item in his Lola's wide menu was the chicken barbecue, he focused on this single item, and did his research. In 2002, he opened Reyes Barbecue.

Today, ten years into the business, Frank and Inez have around 50 Reyes Barbecue stores. "The business is all about passion and focus," says Frank. "We love

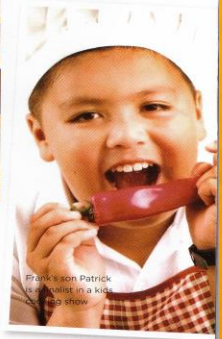


good food and are determined to make our brand known for taste and quality."

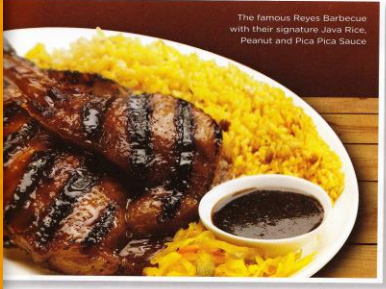
Aside from the bestseller Boneless Chicken Barbecue, his first creation, Frank put a tasty spin on Filipino grilled favorites like Grilled Liempo, Grilled Hamburger, Grilled Pait and Grilled Tuna - creating the unique Reyes Barbecue flavor in combination with the signature Java Rice, Peanut and Pica Pica Sauces.

brand carries our name," says Frank.
The boys are exposed to the business at an early age, attending meetings and working in the store as kitchen helpers and servers. "I want them to learn what good taste is, to value hard work and to pay attention to all details," Frank shares. "This training will help them in whatever career they choose for themselves, within our business or outside of it."

Passion, Focus, Family Inspiration. The Reyes Barbecue heritage thrives and is set to continue to the next generation.



DRAWING INSPIRATION
What inspires Frank more than anything are his two sons, Patrick (14), a finalist in a kids cooking show on a major network, and Pael (11). "When I was young, I was very inspired by my Lola. But today, it is my kids who inspire me to work hard to leave a legacy of quality, because our



The famous Reyes Barbecue with their signature Java Rice, Peanut and Pica Pica Sauce





“Chef Pat” Brand Bottled Tuyo In Oil and Buffalo Wings Sauce





Please Remember From Today

Reyes Barbecue's Culinary Heritage spans more than **100 Years.**

Success is certainly possible in moving from Corporate to Entrepreneurship.





Reyes Barbecue

First TV Commercial

(15 Seconds)





THANK YOU !

For any feedback or inquiry :

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