

LA RECETA® LAUNCH SESSIONS – 2021



DATE - 2021	LESSON	SUBJECT
10/ 11 -M	1	Introduction
10/ 13 -W	2	Brand
10/18 – M	3	Licensing
10/20 – W	4	Legal and taxes
10/25 – M	5	Menu Psychology
10/27 – W	6	Marketing and social media
11/1 – M	7	Standardized recipe
11/3 – W	8	Costing and inventory
11/8 – M	9	Pricing menu
11/10 – W	10	Financial statements
11/15 – M	11	Risk management and insurance
11/17 - W	Zoom graduation	Present business plan, menu and recipe with costs
12/1- W	Taste of La Receta	