

Latino Restaurant Week

LONG BEACH CITY

*Paying tribute to the achievements of Latino-owned
restaurants and chefs in the vibrant city of Long Beach.*

2025 IMPACT REPORT

Presented and Hosted by

Affluent Hispanic

P H I L A N T H R O P I E S

Event Production and Sponsorship Acquisition by



BRANDING IS SOCIAL

Your Marketing Agency

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Overview

Latino Restaurant Week Long Beach City returned for its highly successful second edition, held September 22–28, 2025, celebrating the creativity, resilience, and culinary excellence of Latino-owned restaurants across Long Beach.

The week featured curated menus, live cooking demonstrations, cultural activations, community-focused events, and extensive media and influencer coverage.

Coinciding with **Hispanic Heritage Month**, the event invited the community to experience the rich flavors, traditions, and innovations of Long Beach’s Latino gastronomic scene, while fostering meaningful connections and championing cultural appreciation and economic empowerment.

The festivities began with a Kick-Off Event on Thursday, September 18, 2025, at the Onni East Village Terrace & Clubhouse.



Measurable Successes

High-Impact Community Engagement

- Kick-Off Event brought together **300 attendees**, including civic leaders, media, business owners, and community members.
- Sponsors and supporters were highlighted as essential partners in driving cultural and economic vitality.

Extensive Media Reach and Sponsor Visibility

- **6 television segments** and a **robust number of social media impressions** generated.
- Sponsors and supporters featured in every media appearance, positioning them as champions of local entrepreneurship and cultural celebration.

Ongoing Community Presence

- Flyers acknowledging sponsors placed in all **16 participating restaurants**.
- Official latinorestaurantweeklbc.com website provided sponsor visibility alongside restaurant profiles and menus.
- Restaurants reported measurable increases in customer traffic.

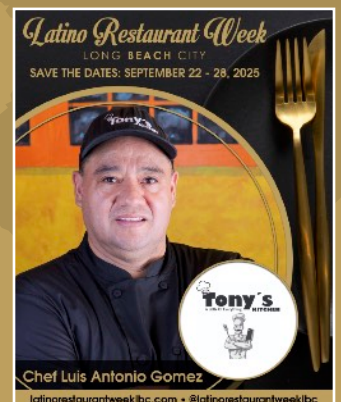


Proof in Numbers

- **Participating Restaurants:** 16
- **Sponsors & Supporters:** 29 brands and organizations
- **Media Outlets:** 13
- **Social Media Reach:** 1,000,000+ impressions
- **Kick-Off Event Attendees:** 300



Participating Restaurants



Sponsors



Supporters

- 2nd Chance Candle Co.
- Cello Azul
- DJ Joy
- Down Long Beach Alliance
- Downtown Residential Council Long Beach
- Jake Ryan Live Drummer
- Latino Restaurant Association
- Long Beach East Village District
- Long Beach Gives
- Long Beach Latino Chamber of Commerce
- Mary Zendejas, Long Beach City Council
- Our Generation Cares
- Paderia Bakehouse
- Scouting America Orange County Council
- Seis Soles Wine Co.
- SoCal Food & Beverage
- The 2nd Chance Project
- The Whole Enchilada Book by Glenda Galván-García
- Visit Gay Long Beach
- Visit Long Beach California



Kick-Off Event

Experience

The Kick-Off Event was a remarkable success, offering high-end culinary experiences in an atmosphere of elegance and community pride. Guests enjoyed gourmet tastings, live cooking sessions, signature cocktails, wine pairings, and entertainment under stunning sunset views.

Event Details

- **Date:** September 18, 2025
- **Time:** 5:30 PM – 9:00 PM
- **Venue:** Onni East Village Terrace & Clubhouse
- **Attendees:** 300 (chefs, VIPs, sponsors, media, content creators)
- **Duration:** 3.5 hours

Participating Restaurants

Alli Kaphiy by Mikhuna, Casa Chaskis Huarique Peruano, Confidential Coffee, El Viejón Mariscos & Sushi, Fuego at The Maya, Honduras Kitchen, La Chancla Mexican Grill, Nova Bakery, Tarantella on 4th, Telefèric Barcelona and Tony's Kitchen

Brand Activations

- Estrella Damm: Beer, vintage cart, brand ambassador, merchandising
- Melissa's Produce: Produce supply for restaurants
- Onni East Village: Venue partner, water supply, merchandising
- Seis Soles Wine Co.: Wine tasting
- Tito's Vodka: Signature cocktails, bar experience, merchandising
- Wild Fork: Meat supply for restaurants, dessert tasting

Featured Talent

- DJ Joy
- Jake Ryan Live Drummer
- Electric Cumbia Cello Azul

Public Relations

Strategic Plan by Branding is Social Inc.

- 4 months of intensive activity (pre, during, post-event)
- Press releases, chef bios, media assets, and TV/online interviews
- Taste & Share program for content creators

Media Coverage

- Bella Latina Magazine (Print & Online)
- Fox 11 News/Good Day LA (Network TV)
- Happily Bearded After (Social Media)
- Latin Affiliated Entertainment (Online)
- Long Beach Current (Print & Online)
- Long Beach Lifestyle (Print & Online)
- Longbeachize (Online & Social Media)
- Mujer & Punto (Print & Online)
- NBC 4 Los Angeles (Network TV)
- Playalarga (Online)
- Signal Tribune (Print & Online)
- Spectrum News 1 SoCal (Network TV)

Media Tour & Live TV Segments

- Spectrum News 1 SoCal: Sept 15 & Sept 22
- Fox 11 Good Day LA: Sept 24

[Click to View Press Room](#)



Video & Photography

- Professional photography & video for all restaurants
- Kick-Off Event photo & video coverage
- Edited content published across platforms

Graphic Design & Printing

- Sponsor decks, guidelines, event guides
- Posters, flyers, digital graphics for web & social

Digital Platform

Website

- latinorestaurantweeklbc.com

Email Marketing

- Visual campaigns, newsletters, restaurant guides

Social Media (@latinorestaurantweeklbc)

- Photos, videos, restaurant spotlights

Taste & Share Ambassadors

- Curated tours for influencers
- Content creators engaged: @dineeatrepeat, @eatwcatherine, @exquisitamentetv, @happilybeardedafter, @longbeachcitylifestyle, @paospostcards and @theconfidencequeen__



Extended Brand Activation

Ford Motor Company showcased the All-New 2025 Ford F-150 Tremor during restaurant visits and TV segments, combining online and in-person activations.

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PHILANTHROPIES

Official Vehicle Partner

The all-new 2025 Ford F-150 Tremor



Provided by



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Thank You & See You in 2026

Thank you to all restaurants, sponsors, supporters, and community members for making Latino Restaurant Week Long Beach City 2025 a success. Stay tuned for **Latino Restaurant Week Long Beach City 2026** for another celebration of flavor, culture, and community!

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LONG BEACH CITY

THANK YOU!

FROM CO-FOUNDERS

José Díaz Romero and Roberto Carlos Lemus



¡Long Beach, ciudad exquisita!

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Exquisitamente

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◆ CELEBRATING 8 YEARS OF MAKING AN IMPACT OF KINDNESS ◆

If you have any further questions, or would like to sponsor our programs and initiatives, please contact us today.

We appreciate your support creating an impact of kindness for our community focused programs.

CONTACTS:

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DONATE NOW!

Your donation will benefit and support our causes and community focused initiatives,
designed to protect the most vulnerable.

Send donation with Zelle to info@affluenthispanic.org

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