Zoc's Gourmet

Southwest Rochester and The University

Team Members:
Joanna Fang, Roe Wang, Manasvi Chaturvedi, Rose McDonogh

Community Partner





Community Partner





Preparation Process

- Explore what we can do to promote the SW Rochester local businesses
- Reflect on our class discussions and field notes
- Make graphic design decisions
- Select useful information from our site visits, customer reviews, Zoc's interviews, and the community activities he was involved in

Our Project Goals

- Promote Zoc's restaurant and his family- and community-oriented spirits
- Show his passion and a great sense of responsibility to the community he was raised in
- Establish a reciprocal relationship between UR students, Southwest Rochester residents, and our shared community

Our Intended Audience

UR students and residents in SW Rochester

Why Poster and Placemat?

- Promote his restaurant during the current situation
- Promote his community engagement to customers

Field Trip

- Zoc's restaurant
- Southwest YMCA for a sushi cooking day inspired by Zoc















Our Theoretical Basis

- ➔ Community Engagement (Lee & Levine 2016):
  - Our role and how we can help best (Olohan 2004)
  - Zoc's involvement in his community
- ➔ Kinds of Citizens (Westheimer & Kahne 2004)
  - What we aspire to be
- ➔ Decision Making (Pym 2003)

Online Resources

- Google and Yelp Reviews
- Facebook
- Zoc’s flyers and Menu

Posters

"Definitely should have a Michelin star." --Google

ASTRO - ZOC'S SPECIAL

Named after the baseball team, Houston Astros. With bacon, onion rings, and jalapeno-American cheese, it has all the best southwest Texas ingredients.



ZOC'S GOURMET

"We make fresh food from scratch, prepared well, using quality ingredients. Local and family operated." --Zoc

STILL SERVING LUNCH/DINNER

Tuesday - Thursday: 10AM - 5PM
Friday: 10AM - 9PM
Saturday: 12 Noon - 5PM

PICKUP OR CONTACTLESS DELIVERY:

GRUBHUB

UBER EATS



(585)287-5269

975 CHILI AVE, ROCHESTER, NY 14611

"The maestro of meat." --Yelp



ZAI - CHEF'S CHOICE

This burger is one close to our hearts. Named after Zoc's son's nickname, this special meat sauce, caramelized onion and cheddar burger will be sure to please your heart.

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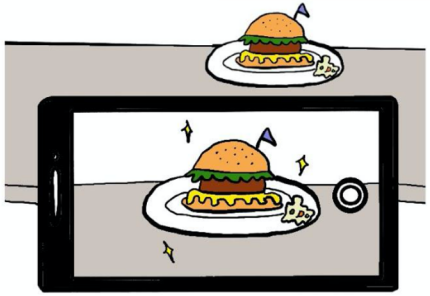
975 CHILI AVE, ROCHESTER, NY 14611

Placemats

When I was working for a hotel, I was taking on a lot of responsibility at a restaurant, and thus being closer with the head chef). I could use different fruits and vegetables to create my own work, which helped me gain experience and had my own understanding about food.

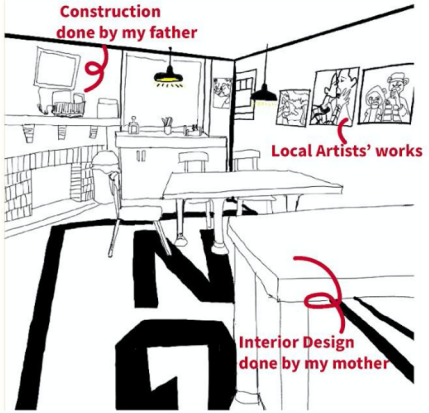


I snapped all my work with a new phone and uploaded them on social medias.





People were blown away on social media, which gave me the confidence to do it on my own.



As my family devote a lot in my restaurant, to me, it is a "Place of Family memory." And I want to share this feeling with every customers.

Moreover, I want to do more for my community, improving it, and let everyone enjoy it.



Stories Behind Zoc's Gourmet

ZOC'S GOURMET
EST. 2016









Zoc's Gourmet

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Green Garden Program

Acknowledgements

A big thank you to our community partners.

Zaaqi Johnson, Zoc's Gourmet

Youth and Doreen Scanlan, Program Coordinator, of Southwest YMCA Teen Center

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