



MR. TEMPO

MAS CHINGON RESTAURANT GROUP

# The Truth:

Anyone with enough capital can  
open a restaurant.



# La Dulceria

BUT FEW CAN CREATE

**a unique  
experience.**





# Meet Mr. Tempo

This is Jorge Cueva. A man.  
A brand. And a set of  
innovations:



**To make it  
to the top,  
spend some  
time at the  
bottom.**

**Started as a  
dishwasher  
1991**



# PRESS ARTICLE



## 15. Jorge Cueva "Mr. Tempo"



Image for post

From dishwasher to restaurateur, Jorge Cueva's success is no accident. With dozens of restaurants, a catering company, and a handful of food trucks on his resume that totals over 28 years in the industry, you'd think he'd be slowing down

"I am from Guadalajara, at 18 years old, I went to the United States, without papers, without language and because of my dad's age he couldn't get a job, so I was the one who started working ... I never imagined working in a restaurant, it was not in my plans, it happened by accident and out of necessity "

Because of his successes, he will be spreading the love nationally and internationally. More restaurants are expected to open nationally and internationally such as Guadalajara, La Paz, Tijuana, Hawaii, New York, Las Vegas, Miami, and in Universal Studios Hollywood.

<https://instagram.com/mrtempo>



# PRESS ARTICLE



**yahoo!**  
finance

## From Dishwasher to Restaurant Owner, How Jorge Cueva aka Mr. Tempo Started His Restaurant Empire



ACCESSWIRE March 24, 2020



LOS ANGELES, CA / ACCESSWIRE / March 24, 2020 / [Jorge Cueva's](#) life story could easily be the plot for a movie. At just the age of 18, Jorge, better known as [Mr. Tempo](#), came to the U.S. from Mexico. Not knowing any English, he was only able to find a job, dishwashing for a local restaurant. That was some 20 plus years ago, now Jorge Cueva heads a diverse restaurant company that plans to have 9 locations by the end of 2020.



[Jorge Cueva](#) was born and raised in Guadalajara, the capital of the Mexican state, Jalisco. In 1992, Jorge and his family decided to leave Mexico and immigrate to the United States in search of a better life. This was the beginning of a journey even Jorge never imagined.

Jorge Cueva's humble beginnings in the restaurant industry took place in Washington as a dishwasher at the restaurant, Montezuma's. From there, Jorge slowly moved his way up ranks to a manager position. After working for over 7 years, he saved up enough money to go to college and obtained a degree in hotel-restaurant management. With his schooling and previous work experience, he opened his very own restaurant in 1997.

Jorge's 28 years in the restaurant industry have started to pay off. He now owns five different establishments. Unlike a traditional restaurant, Jorge's restaurants have a wide variety of dishes ranging from seafood, sushi, tacos, steak, salads, all the way to burritos. His restaurants are known for their top-tier customer service and food. In fact, some customers wait for over 2-3 hours before even sitting down at a table. His two biggest current establishments are King & Queen Cantina and Tempo Cantina which are both located in California.

# PRESS ARTICLE



Entrepreneur en Español

2 h ·

Este emprendedor inmigrante desarrolló uno de los conceptos culinarios más innovadores del momento.



ENTREPRENEUR EN ESPAÑOL

De lavaplatos a reconocido restaurantero en Estados Unidos él es Mr. Tempo

"Yo siempre me he creído capaz y soy muy de competencia no me gusta perder, entonces yo me veía como perdedor al ser lavaplatos. Fue un reto personal demostrarle al patrón que yo valía más que ser lavaplatos", comenta.

Luego de cinco años Cuevas pasó de lavaplatos a mesero, bartender, cocinero y chef a gerenciar su propio restaurante en el pequeño espacio de la casa de un cliente que lo había acondicionado para tales propósitos.



Un viaje en busca de mejores condiciones de vida llevaría a un Jorge Cuevas de 18 años y a su padre a los Estados Unidos, donde el joven tapatío dejaría la escuela para iniciar el trabajo de lavaplatos en un restaurante de Washington. Jorge creció y hoy es el dueño de los conceptos "King & Queen Cantina" y "Mr. Tempo Cantina" y ha abierto unos 140 restaurantes en sus 20 años de carrera en el país vecino.

"Yo soy de Guadalajara, a los 18 años, me fui a los Estados Unidos, sin papeles, sin el idioma y por la edad de mi papá no podía agarrar trabajo, entonces yo fui el que empezó a trabajar... nunca imaginé trabajar en restaurant, no estuvo en mis planes, pasó por accidente y por necesidad", dice en entrevista con Entrepreneur en español Jorge Cuevas, mejor conocido en redes sociales como Mr. Tempo.



# PRESS ARTICLE

México



MEXICAN FOOD

## Mr. Tempo, Jorge Cueva: el éxito de los platillos mexicanos en Estados Unidos

por Javier Cordero  
16 de junio de 2020

El respeto a la comida corrida hace que Mr. Tempo sea todo un suceso en EU. Ahora trae de vuelta el concepto a sus raíces mexicanas.



Conocido en redes sociales como **Mr. Tempo**, Jorge Cueva empezó como lavaplatos y ahora es un empresario de 29 años en la industria restaurantera que ha abierto **140 restaurantes en Estados Unidos**. Ahora está de vuelta para abrir su concepto "**King & Queen Cantina**" en diversas ciudades, empezando con: Los Cabos, Baja California Sur, Tijuana y su natal Guadalajara.

A este concepto se suma un menú en el que la comida y bebida son únicos, algo que no existe. Como él mismo lo describe, se trata de un concepto mexicano: sin seguir las reglas, razón principal de la popularidad del concepto. La gente llega y experimenta algo que no esperaba... Entre eso y más es lo que ha hecho de **Mr. Tempo**, el restaurantera mexicano que ha ganado cierta popularidad en California, misma que pretende llevarse en México.

### Los primeros pasos de Mr. Tempo

Fue a los 17 años, cuando **Mr. Tempo** llegó a **Estados Unidos** y comenzó a adentrarse en el mundo de la **cocina**, más que por



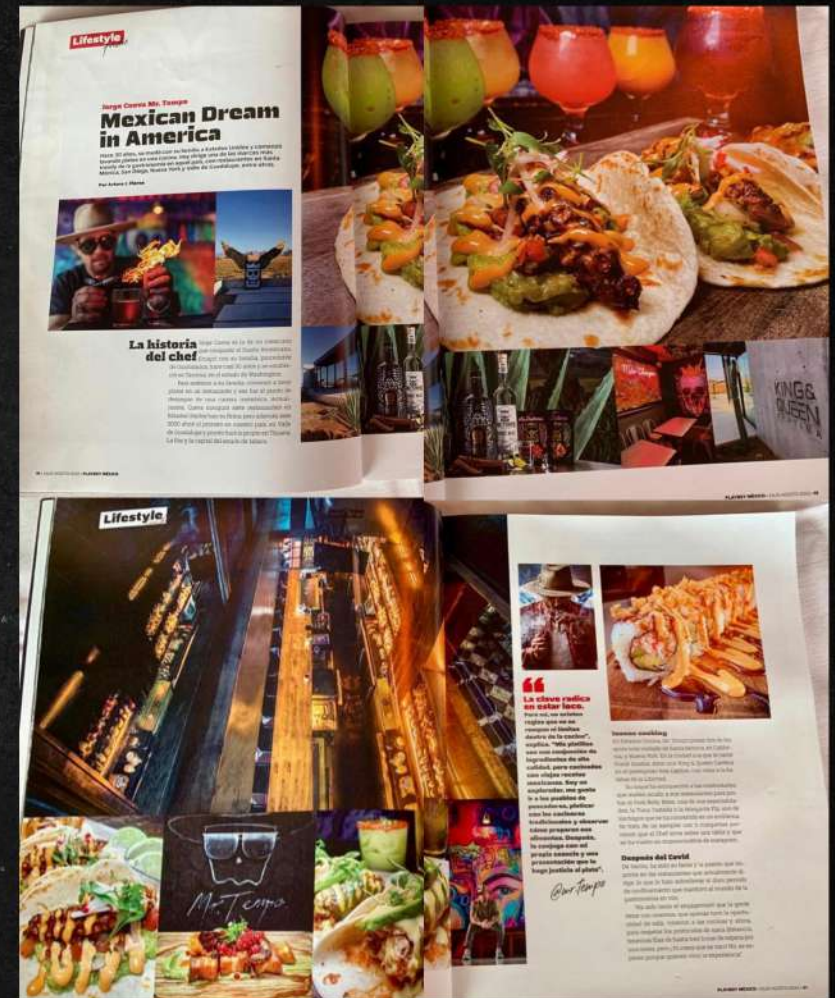
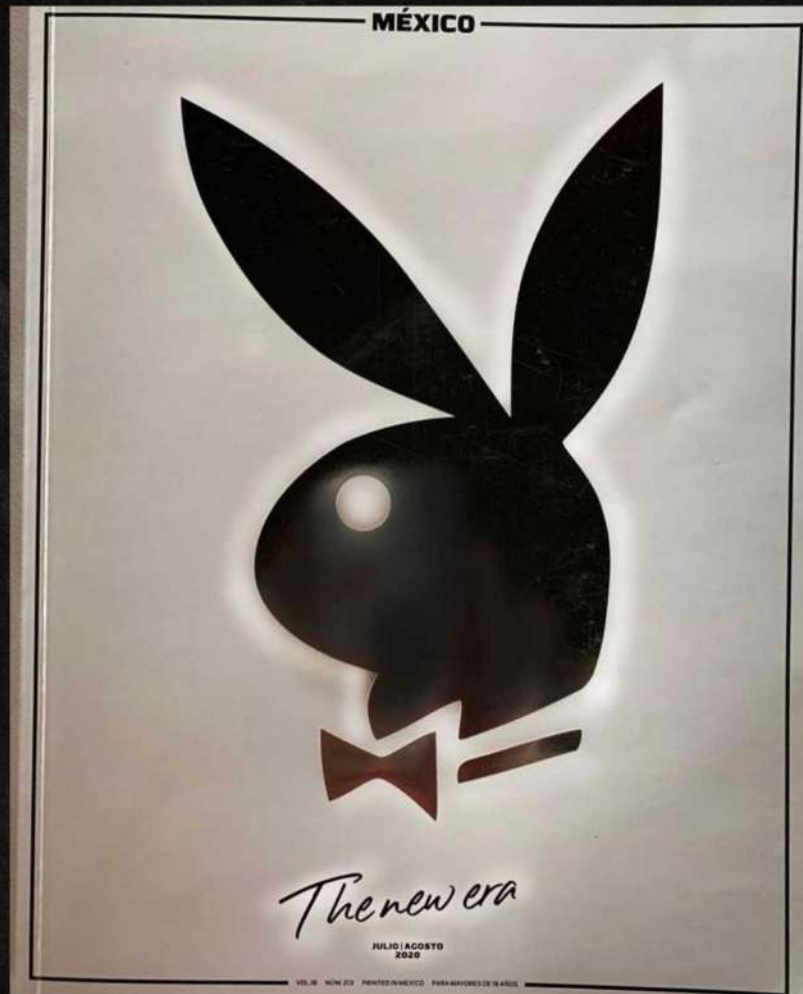
Mr. Tempo con gafas de sol.

© Cortesía.

### El futuro del sector

Mr. Tempo nos habla sobre el futuro del sector y dice: "Para ser sincero, me hago esa pregunta todos los días. No sé qué vaya a cambiar. Guardamos la distancia, pero la gente no quiere respetarlo. Por eso **debemos ser creativos**, pero no logro avisar cómo va a terminar esto. Tendrá que ser con la vacuna o

# PRESS ARTICLE



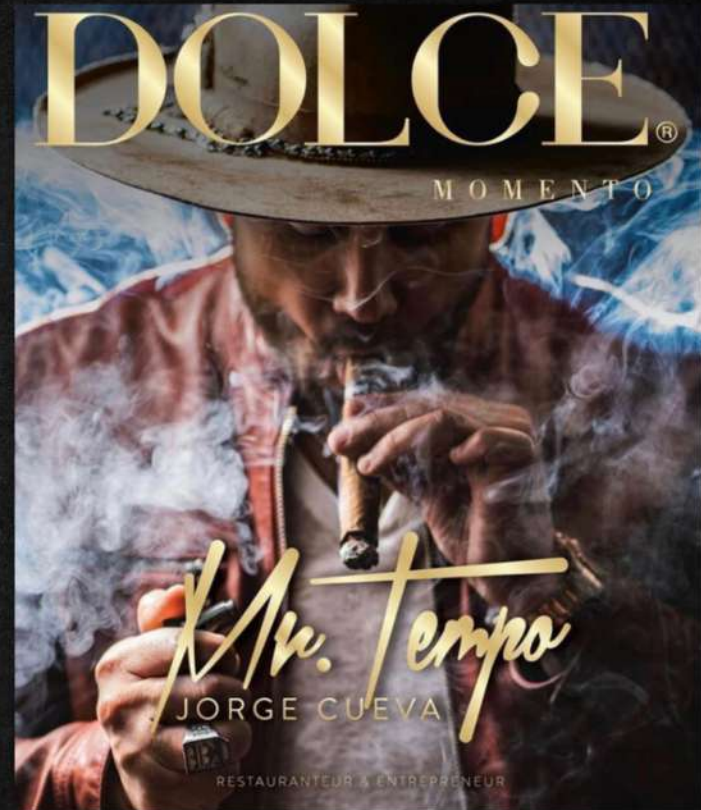
[HTTPS://WWW.PLAYBOY.COM.MX/GUIA-PLAYBOY/KING-AND-QUEEN-CANTINA/](https://www.playboy.com.mx/guia-playboy/king-and-queen-cantina/)



# PRESS ARTICLE



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=Y3U2P3UXBGM&FEATURE=YOUTU.BE](https://www.youtube.com/watch?v=Y3U2P3UXBGM&feature=youtu.be)



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Downey,  
Brea,  
Anaheim Hills



San Diego, Valle de Gpe,  
Santa Monica  
New York, La Paz,  
Guadalajara, Tijuana



Tequila Dame Mas Extra Añejo  
& Tequila Reposado 100% Agave



Tequila Mr. Tempo  
by Dame Mas



Tequila Señor de los Cielos  
Tequila Reina del Sur



Marketing:  
Lamborghini & Porsche GT3 wrapped with companies logos



Mr. Tempo Shoes



Mr. Tempo  
Souvenirs



Mr. Tempo Hats



Mr. Tempo Water

**JORGE CUEVA**  
RESTAURANTEUR & ENTREPRENEUR



Mr. Tempo Beer bottled  
Cerveza Clara, India Pale Ale,  
Cerveza Negra, Ultra Lager



Mr. Tempo Cigars

Mr. Tempo Wine



Mr. Tempo Candy Line  
"La Dulceria"  
chamoy infused candy



# A guest-advocate, driven by empathy.

Mr. Tempo isn't just a restaurateur. He handcrafts solutions to problems often overlooked in the industry.





**CUSTOM WOOD BOARDS.  
WITH PERSONALIZED  
BRANDIG.**



**Hallowed out for sauces.**



**STAINLESS STEEL  
PLATES. A UNIQUE IDEA  
WITH LONG-TERM  
DURABILITY.**





# ONE OF A KIND EXPERIENCE

The moment you walk in you'll experience a unique one of a kind cantina that pushes the boundaries between culture, food, and service. With a welcoming team ready to serve you, our Mexican Fusion menu is sure to attract thousands of guests a week.

Voted as the Best Cantina & Restaurant of the year.





Opened  
over  
**100**  
Restaurants



Mucho loco en la cabeza

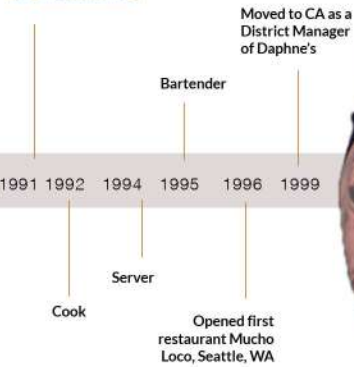
Guest at heart

Fire in the belly

Modern Luxury's Top 5 Power  
Players in Orange County

Orange County's  
Restaurant of the Year

Dishwasher





# CONCEPTS / LOCATIONS



**KING &  
QUEEN**  
CANTINA

- SAN DIEGO, CA
- VALLE DE GUADALUPE, MX
- SANTA MONICA, CA
- OXNARD, CA



**MR. TEMPO**

- HOLLYWOOD
- LA PAZ
- MAZATLÁN
- LAS VEGAS
- MI ANAÍ
- GASLAMP SD
- SAN PEDRO
- DOWNTOWN LOS ANGELES
- DOWNEY 2



*Tempo Cantina*

- BREA, CA
- ANAHEIM HILLS, CA
- DOWNEY, CA



**WE DESIGN A  
ONE-OF-A-KIND-EXPERIENCE,  
WITH UNIQUE CREATIONS**





# DINNER MENU

TOP  
CONCEPTS  
COMBINED  
IN TO ONE



# CHINGON

Creative Cuisine  
The Key to Competitive Advantage



**PORK BELLY BITES**



**TINGA TAQUITOS**



**DESCONSTRUCTIVE  
QUESADILLA**



# SEAFOOD

The perfect seafood marriage



**TUNA TOSTADA**



**FILETE MAMALON**



# SUSHI ROLL

Japanese- Mexican Fusion



**MR. TEMPO SUSHI**



**CRUNCHY ROLL**



# STEAKS

Mexican - American Cuisine where culture influences the food.

## TOMAHAWAK



STONES HAND MADE BY ARTISANS

## RIBEYE





# TACOS

The Melting Pot of Culinary Creativity and Culture. Where Korean, Japanese, Mexican and American flavors all come together



**KOREAN TACOS  
(PORK BELLY) AWARD  
WINNING TACO**



**SURF & TURF BURRITO**



**MR. TEMPO TACO  
CHILE ANAHEIM  
STUFFED WITH PORK  
BELLY AND SHRIMP**



# WANNABE VEGAN



AVOCADO TACO WITH  
SWEET POTATO TORTILLA



# BRUNCH



**PANCAKES - CHURROS**



**CARNE ASADA  
#MASCHINGON**



# BAR MENU



NO MAMES  
MARTINI

MARGARITA  
FLIGHT



# BAR

# MENU



## TABLE SIDE HICKORY SMOKED



### DC TABLE-SIDE OLD FASHIONED 19

Buffalo Trace, Amaro Luxardo,  
Maple syrup, Angostura bitter,  
Orange bitter, and Peychaud's  
bitter w/ orange peel  
(Comes w/ a sparkler)

### GRANDEZA MARGARITA SMOKED 20

Señor de los Cielos, fresh lime,  
organic agave, fresh lemon &  
orange w/ a side shot of Grandeza  
mini bottle

### CARAJILLO SMOKED 18

Liquor 43, Rum, espresso shot &  
our secret ingredient garnished  
with a rosemary sprig

## TEQUILA & MEZCAL FLIGHTS

### TEQUILA FLIGHT

#### #MUERDEMEELCHILE 15

Señor de los Cielos Tequila blanco /  
Añejo Cristalino / Extra Añejo

### BANDERA FLIGHT 10

Sangrita, Tequila, fresh lime

### MARGARITA FLIGHT 26

Cucumber, Watermelon,  
Pomegranate, Gardez, Mango  
(comes w/ sparkle)

### MR. TEMPO & VAGO MEZCAL FLIGHT 20

Espadín, Elote, Ensemble





# MAS DESMADRE BRUNCH

## ROYALTY SPECIALS

### BIRRIA TACOS

CORN TORTILLAS, MELTED CHEESE, GUAJILLO-BRAISED SHORT RIB, ONION, CILANTRO, W/ A SIDE OF HABANERO SAUCE AND CONSOME 18

### BREAKFAST TACOS

CORN TORTILLA, REFRIED BEANS, HOUSE SPECIAL SAUCE, SUNNY SIDE UP EGGS, SOYRIZO, TOPPED W/ PICO, LIME CREMA, QUESO FRESCO AND FRESH AVOCADO 14

### ENFRIJOLADAS

CORN TORTILLA, STUFFED W/ CHEESE, TOPPED W/ BEAN SAUCE, QUESO FRESCO, LIME CREMA, GREEN ONIONS, AND A FRIED EGG 14

### AVOCADO TOAST

GRILLED SOURDOUGH, FRESH SALAD, TOPPED W/ SLICED AVOCADO, SCRAMBLED EGGS, CHEDDAR CHEESE, SERVED W/ HASH BROWNS 14

### CARNE ASADA #MASCHINGON

GRILLED STEAK SERVED W/ REFRIED BEANS, CHILAQUILES, TOPPED W/ SUNNY SIDE UP EGG 18

### THE KING'S CROWN

TWO EGGS COOKED ANY STYLE, YOUR CHOICE OF BACON, ASADA, SOYRIZO OR CHILE VERDE CARNITAS, SERVED W/ HASH BROWNS AND TOAST 16

### BREAKFAST SANDWICH

BACON, CHEESE, SOURDOUGH BREAD, EGGS, LETTUCE, TOMATO, MAYO, KETCHUP 16

### CHILAQUILES MR. TEMPO

HOUSE SPECIAL SAUCE, LIME CREMA, MELTED CHEESE AND PICO, SERVED W/ REFRIED BEANS AND TWO SUNNY SIDE UP EGGS AND YOUR CHOICE OF PORK BELLY, CARNE ASADA OR CHICKEN TINGA 16

### PORK BELLY BENEDICT

MUFFIN BREAD, CHILE VERDE HOLLANDAISE, PICO, PECORINO CHEESE AND MICRO CILANTRO, SERVED W/ HASH BROWNS 16

### SHORT RIB BENEDICT

BRAISED SHORT RIB, CHIPOTLE HOLLANDAISE, PICO, PECORINO CHEESE AND MICRO CILANTRO, SERVED W/ HASH BROWNS 16

### STEAK AND EGGS

NEW YORK STEAK, TWO EGGS ANY STYLE, CHIMICHURRI SAUCE, SERVED W/ HASH BROWNS AND TOAST 18

### COWGIRL AND EGGS

COWGIRL, TWO EGGS ANY STYLE, CHIMICHURRI SAUCE, SERVED W/ HASH BROWNS AND TOAST 18

### HUEVOS CON MACHACA

SHREDDED SHORT RIB MIXED W/ SCRAMBLED EGGS AND PICO, SERVED W/ REFRIED BEANS AND CHILAQUILES

### HUEVOS RANCHEROS

TORTILLA CHIPS, REFRIED BEANS, SOYRIZO, HOUSE SPECIAL SAUCE, TWO SUNNY SIDE UP EGGS, TOPPED WITH PICO, LIME CREMA, QUESO FRESCO AND FRESH AVOCADO 16

MAS DESMADRE

# BRUNCH MENU



#MASCHINGON

#WEEKENDBRUNCH

#MRTEMPO

#MRTEMPO

CARNE ASADA  
#MASCHINGON



# Dessert

## menu

LAMBORGHINI  
CHURRO CART 16

ADD ICE CREAM 3  
\*CONTAINS NUTS



BUTTERCAKE  
WITH VANILLA ICE CREAM 12



DON'T TOUCH ME  
BITE ME 12

CHOCOLATE BROWNIE WITH VANILLA ICE CREAM



# DESERT MENU

LAMBORGHINI  
CHURRO CART





# LIQUOR LIST



# LIQUOR List



## VODKA

LVOV 8  
TITO'S 9  
KETEL ONE 10  
KETEL ONE ORANJE 10  
BELVEDERE 12  
GREY GOOSE 12

## RUM

FLOR DE CAÑA 8  
BACARDI 9  
CAPTAIN MORGAN 9  
MALIBU 10  
RON ZACAPA 23 12  
RON ZACAPA XO 20  
FLOR DE CAÑA CENTENARIO 25

## GIN

BROKER'S 8  
EMPRESS 9  
BOMBAY SAPPHIRE 10  
HENDRICK'S 11

## TEQUILA

DAME MÁS REPOSADO PREMIUM  
RESERVA BY JORGE CUEVA 28  
DAME MÁS EXTRA AÑEJO  
RESERVA BY JORGE CUEVA 30  
SEÑOR DE LOS CIELOS BLANCO 8  
REINA DEL SUR BLANCO 8  
CASA AMIGOS S12 R14 A18  
FORTALEZA S12 R14 A16  
SIETE LEGUAS S12 R14 A16  
TEQUILA OCHO S12 R14 A16  
DON JULIO S12 R14 A16  
PATRON S12 R14  
SEÑOR DE LOS CIELOS AÑEJO CRISTALINO 14  
SEÑOR DE LOS CIELOS EXTRA AÑEJO 18  
CLASE AZUL S17 R28 A85  
HERRADURA S12 R14 A16  
DON JULIO 70 18  
HERRADURA ULTRA AÑEJO 22  
DON JULIO 1942 30  
HERRADURA SUPREMA EXTRA AÑEJO 48  
DON JULIO ULTIMA RESERVA 60

## COGNAC

HENNESSY 12  
REMY MARTIN XO 32  
HENNESSY XO 35

## BOURBON

OLD FORESTER 8  
JACK DANIEL'S 9  
BUFFALO TRACE 9  
MAKER'S MARK 10  
BULLETT 10  
BASIL HAYDEN 11  
EAGLE RARE 10 YR. 12  
KNOB CREEK 12  
WOODFORD RESERVE 14  
ANGELS ENVY 14  
BLANTON'S 20





# HAPPY HOUR

11

GUAC & CHIPS  
VEGGIE RICE

PORK BELLY BITES

CUCARACHOS CRISPY SHRIMP

NACHOS OR MUCHO LOCO FRIES  
ADD MEAT \$2

(CHICKEN TINGA / ASADA / PORK BELLY)

TINGA TAQUITOS

POW POW WINGS

LOS 3 ANIMALES TACOS

(KOREAN / SHORT RIB / TINGA)

CHICKEN ENCHILADAS

VEGGIES TACOS (3)

KOREAN TACOS (3)

FISH TACOS (3)

ASADA TACOS (3)

PRESSED CHEESEBURGER

TACOS DE LA SIERRA  
(BEAN & CHEESE)



SHRIMP CEVICHE  
DIRTY FRIES  
STUFFED OYSTERS

9

6

Fish Ceviche  
3 Fresh Oysters  
House Fries  
Espy Fries (Garlic / Serrano)  
Chips & Salsa

# HAPPY HOUR

KI  
CA



BOTTLED BEERS 5  
NOT CRAFT BEERS



Tempo Cantina







# WINE MENU

# WINE MENU

## CABERNET SAUVIGNON

Sycamore Lane, California	10	80
Cuttings, California		90
Austin Hope, California		

## RED BLENDS

Anonymous, Napa Valley	50	
The Prisoner, Napa Valley	65	
Orin Swift Abstract, Napa Valley	65	

## PINOT GRIGIO

Pighin, Friuli	9	24
Sycamore Lane, California	10	

## PINOT NOIR

Martin Ray, Sonoma Coast	13	33
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## MERLOT

Sycamore Lane, California	10	
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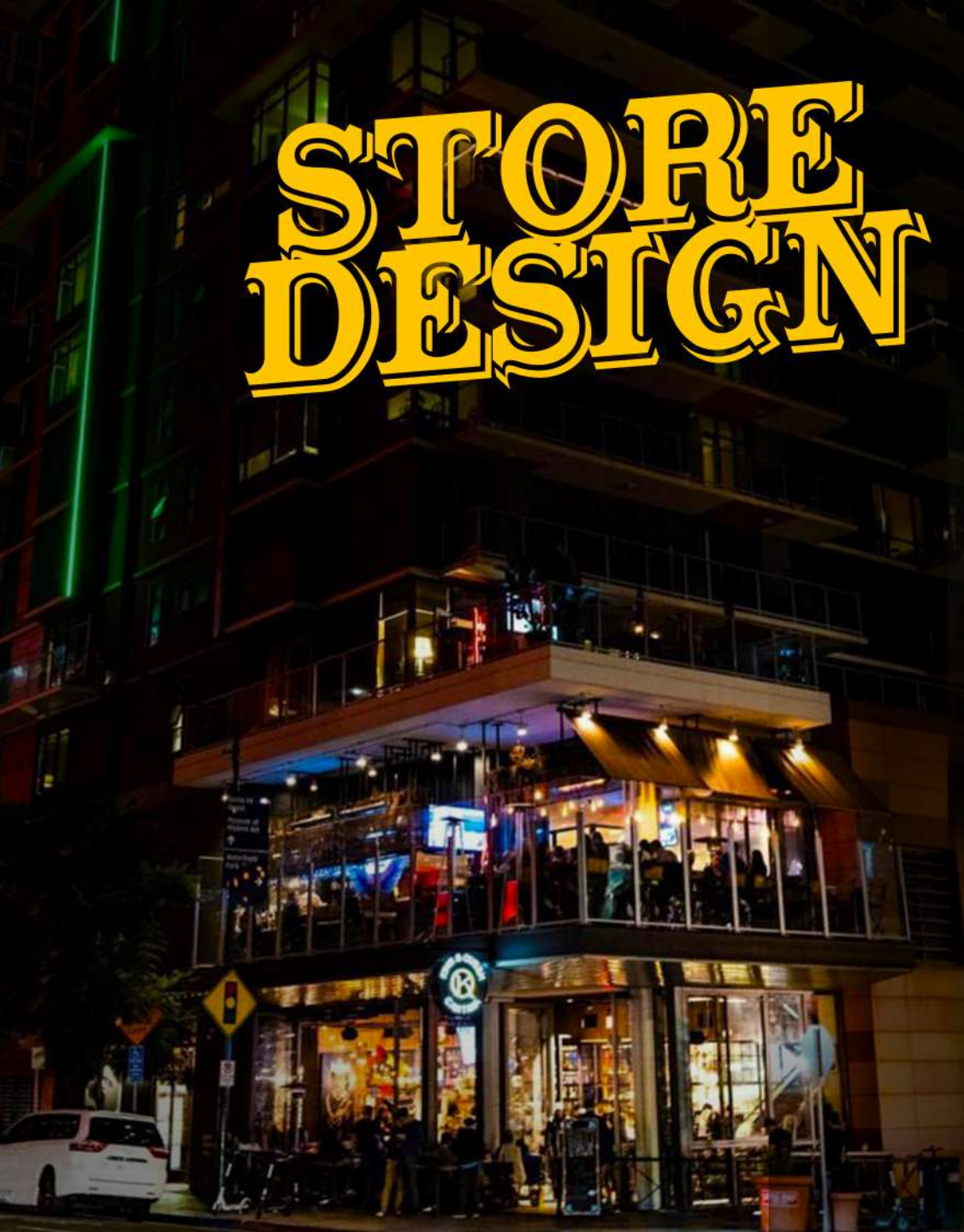
## SPARKLING

Zonin Prosecco Split	10
Moët & Chandon Rose Split	16
Moët Chandon Brut Split	16
Veuve Clicquot Yellow	120
Ace of Spades Brut Gold	400

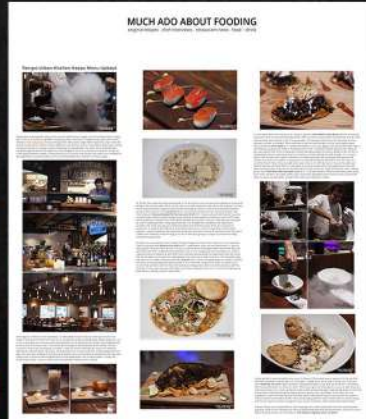
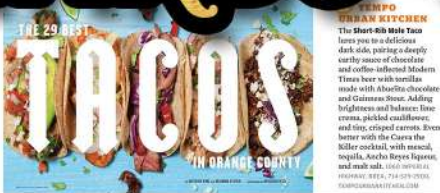




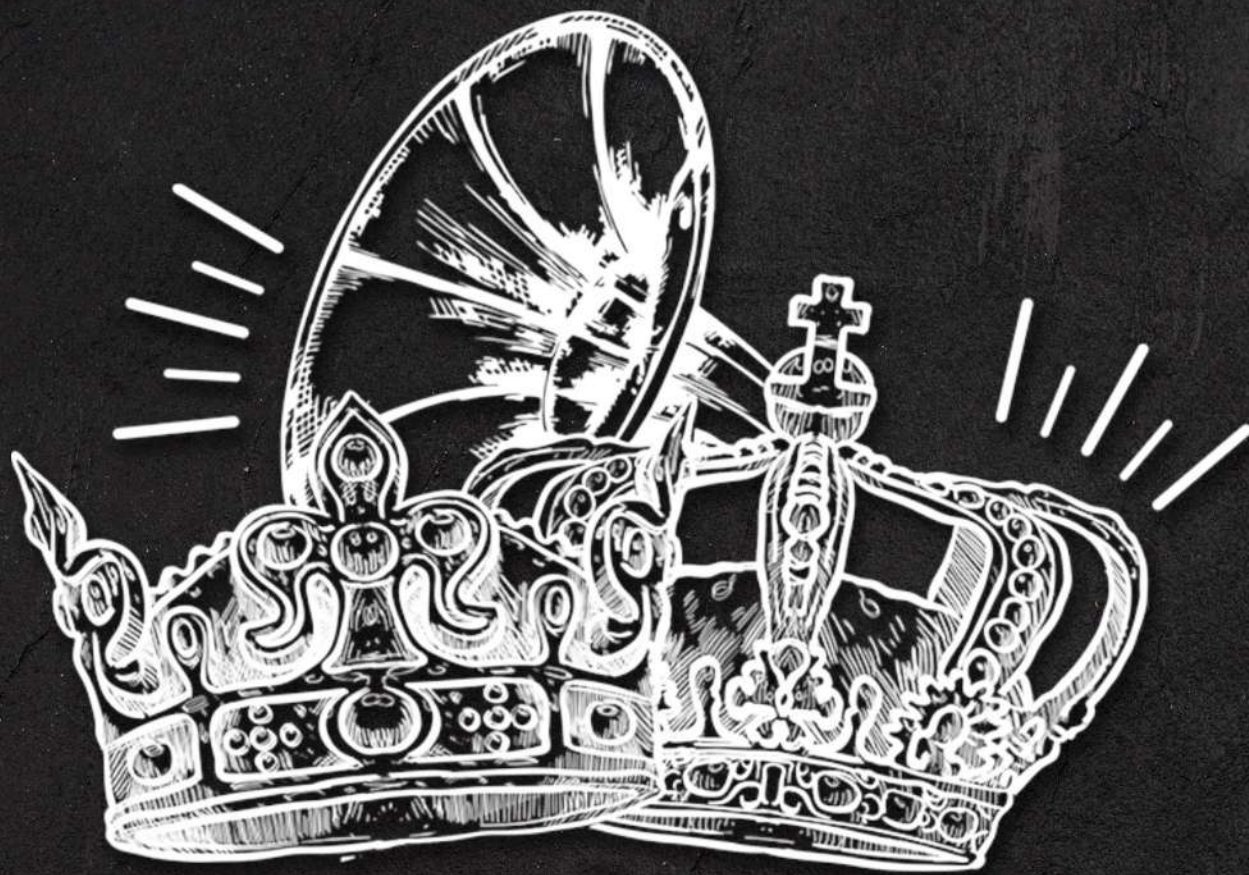
# STORE DESIGN











# FINANCIALS

CHINGON RESTAURANT GROUP

AVAILABLE UPON REQUEST: [JORGE@MRTEMPO.COM](mailto:JORGE@MRTEMPO.COM)



A man with a beard and tattoos on his arms is standing with his arms crossed. He is wearing a light blue t-shirt, blue jeans, and a white baseball cap with a 'K' logo. He is positioned in front of a colorful mural that features the words 'KING & QUEEN' in a banner, surrounded by various faces and floral patterns. The background is slightly blurred, focusing attention on the man.

# Ready to experience the energy?

Let's meet.

Phone: (714) 267-8625


Email Jorge Cueva: [jorge@mrtempo.com](mailto:jorge@mrtempo.com)

Mas Chingon






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  5. IF YOU ARE MARRIED, YOUR SPOUSE MUST SIGN A PERSONAL GUARANTEE OR OTHER SPOUSAL CONSENT, WHICH MAKES YOUR SPOUSE INDIVIDUALLY LIABLE FOR YOUR FINANCIAL OBLIGATIONS UNDER THE AGREEMENT WHETHER OR NOT SUCH SPOUSE IS INVOLVED IN THE OPERATION OF THE RESTAURANT. THIS GUARANTEE WILL PLACE BOTH YOUR AND YOUR SPOUSE'S MARITAL AND PERSONAL ASSETS AT RISK IF YOUR RESTAURANT FAILS.
  6. THERE MAY BE OTHER RISKS CONCERNING THIS LICENSE.
- 



A decorative flourish with symmetrical scrollwork and floral motifs in a light brown color, positioned at the top center of the page.

The amounts shown are estimates only and may vary for many reasons. Your actual costs will depend on factors such as how much you follow our methods and procedures; your management skill, experience, and business acumen; local economic conditions; the prevailing wage trade; competition; and the sales level reached during the initial period. You should review these estimates carefully with an accountant or other business advisor before making any decision to buy a license.

We do not offer any direct or indirect financing for your initial investment for a restaurant. The availability and terms of financing with third-party lenders will depend on factors such as the availability of financing generally, your credit, and policies of lending institutions concerning the type of business operated.

A decorative flourish with symmetrical scrollwork and floral motifs in a light brown color, positioned at the bottom center of the page.





MR. TEMPO

#MASCHINGON