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## Authenticity as a Business Strategy Building Brand Awareness Through Cultural Clarity

So, isn't Tex-Mex cuisine just Mexican food? Not really. Depending on whom you ask, it's a **cross-pollination of Mexican and Texan cooking, with a little Cajun and other southern influences tossed in.** According to Joe

Ochoa, one of the principal owners of Tejano Joe's Tex-Mex Restaurant, authentic Tex-Mex has a unique spicy flavor, but not spicy-hot like traditional Mexican cuisine." For me, Tex-Mex is a platter of bliss with a side order of guacamole. It's a hug

wrapped in a tortilla and covered with salsa. It's happiness diced up into bite-sized pieces and layered over corn chips with jalapenos and cheese."

Our challenge was to help educate the Indianapolis market on these differences, but also the high quality of authentic Tex-Mex versus those national chains.



We positioned TejanoJoe's as a slice of Texas, not Mexico, right here in the Heartland. Through this definition, we were able to draw in new customers and excite them to bring friends to taste the most unique new cuisine in Indy. A fun and flavorful experience has been enjoyed by all.

