
2020 PORTUGUESE MARKET ANNUAL REPORT

Therese Garces – Chairperson/Manager Rosemarie Silva – Co-Chairperson Committee – Diana Balelo

2020 was a remarkably successful year for the Portuguese Market. We averaged a monthly gross of \$22,000. For the year, the Market grossed \$252,956.77; nearly \$100,000 more than last year. The Market netted \$43,469.51; more than \$32,000 greater than last year.

The Market is incredibly grateful for the support of our community but, most of all, to our three employees: Isabel Serpa, Eva Abbott, and Alyssa Barandiaran. Without these three women, the Market would not be as successful as it is. Their dedication, hard work, and their contagious smiles make it easy to manage the Market.

HIGHLIGHTS:

- Along with Bacalhau Salad, Octopus Salad, Sweet Bread, Malassadas, and Pasteis de Nata, we have added Paposecos. We offer take-out plates which have been successful. Our Wednesday Soup Specials have become extremely popular.
- We delivered takeout and soup to our homebound community members with the help of donations from community members.
- We were fortunate with our last few take outs where we were able to feed the crews of three local Fire Stations: Pt. Loma, Ocean Beach, and Midway. The fire fighters responded with a visit to the Market to say how they loved their meals! That visit put a smile on our faces.
- The success of the Market could not happen without the help of a our kitchen/setup and cleanup crew: Zita Lira, Dina Neves, Jaquelyn Neves, Diana Balelo, Rosemarie Silva, Evelyn Barandiaran, Michelle Freitas, Chris DaRosa, Gilbert Frank, Margaret Virissimo, Natalie Virissimo, Annette Balelo, Steve Pedro, Ze Estrela, Michael Barbosa, Daniel Silva, Sean Cerny, Frank Macedo, Bridget Mack, Rod Guidi, Manuel Leal, Kevin Madruga, Steve Duarte, Roger Rosa, Donald Valadao, and to our fearless leader - President Ricardo da Rosa. Every month they helped make all our takeout events not only successful, but fun. And in the middle of a worldwide pandemic too!
- A big shout-out to our Filhoses and Bread makers: Phyliss Silveira, Korinne Monroig, and Diana Balelo. Phyliss also made and donated Portuguese face masks that were sold at the Market.
- We are working with more wine and spirit distributors and can offer higher quality wines/spirits. A Wine Tasting event, by Sandra Gomes of Diniz Cellars, is scheduled for February (fingers crossed) and we already have over 60 RSVP's.
- We have partnered with new food distributors Rooster Camisas.
- The Market now has a large walk-in freezer thanks to Albert Silva, Tony Cerqueira, Louie Rosario, and Uncle Joe Silva. This addition allows us to have all the inventory in one place and makes our life so much easier.

- In a few months, the Market will offer on-line ordering with home delivery.
- We have started shipping our products and this has become extraordinarily successful.
- In a few months, our new sign will be installed to provide more exposure for the Market. We are currently waiting for the permit.
- **FUTURE GOALS:**
 - Purchase a large refrigerator to hold, lock, and secure our refrigerated inventory.
 - Install exterior glass doors which would face Shelter Island Drive. This would allow our customers to have direct access to the Market, instead of entering through the Hall.

Finally, I would like to thank my sister, Rosemarie Silva, for her accounting ability. She makes sure all our i's are dotted and T's are crossed! I could not do this without her. She rechecks and catches any errors I may have made. Nothing gets past her - she is on top of it 24/7. Also, to Diana Balelo who not only helps at our takeout events, but every month assists Rosemarie and me with counting inventory.

Respectfully submitted,

Therese Garces

Therese Garces, Chairperson/Manager