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# Money



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Reading Eagle: Carole Duran | The Excellent Restaurant staff includes, from left, Alexandra Vilorio; Porfirio Taveras, owner; Mariselyn Rodriguez, owner; Lisette Chevalier, Miguelina Torres and Carolina Ynfante.

## Excellent Restaurant in Reading tools for success

By Carole Duran — Reading Eagle correspondent

Tuesday May 26, 2015 12:01 AM

After completing an eight-week course at Kutztown University Small Business Development Center, Mariselyn Rodriguez was prepared to open Excellent Restaurant with her husband Porfirio Taveras.

The May grand opening at 922 Penn St. started with a ribbon cutting before guests filed in to sample Dominican and Venezuelan specialties.

Taveras is Dominican and Rodriguez grew up in Venezuela.

### Excellent Restaurant

Location: 922 Penn St.

Owners: Mariselyn Rodriguez and Porfirio Taveras

Phone: 610-655-8989

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"For me and my husband, this is very important," said Rodriguez, as she was interpreted through KU's Jump Start Incubator project adviser James Rodriguez. Rodriguez is no relation to the co-owner.

**Hours:** Open daily from 7 a.m. to 10 p.m.

From staffing to zoning, the Jump Start project leads new entrepreneurs through the steps to open a business, giving them the tools they need to be successful.

**Latino-owned business**

Rodriguez focuses on Latino-owned business development in Reading. Five jobs were created in the city when the business opened, he said.

"If there's two people who work to make a team, I knew they would be victorious in the end," said Francis Acosta, Reading City Council president. Acosta noted that the restaurant was the type of business the city wants on Penn Street.

One phrase, muy delicioso (very delicious) is the best way to describe the homemade fare in the cozy restaurant that operates on its own merit without need for emphasis of the word "The" before Excellent Restaurant.

Finger foods such as cachapas (fresh sweet corn cakes), arepas (fried corn flour buns) and a heaping fresh shrimp salad were just a few of the menu samples the couple generously shared on opening day.

**Colorful awning**

Spotting Excellent Restaurant is simple, with a colorful awning across the length of its storefront. It's just as easy to catch a meal there because of the restaurant's extended hours.

Open seven days a week from 7 a.m. to 10 p.m., the restaurant spans breakfast to dinner. The interior is much like well-designed business attire that can go from day to evening with a few quick changes.

Early in the day, bright-yellow walls reflect natural window light during breakfast and lunch.

Hanging orange glass pendant lights give a soft glow to set an evening mood.

**Daily specials**

Daily specials range from Monday's roasted pork leg to Thursday's oxtail stew. For some Saturday night pizzazz, black grilled steak is on the menu.

Diners can always mix and match their own smorgasbord of Latino specialties, selecting authentic foods such as empanadas in the \$2 range filled with beans, cheese, meats or a combination of all three.

Pastelitos, or meat pies, have been elevated to a new level, with the \$2 crab meat version. Most others are \$1 each.

Customers can choose from 20 different fruit drinks and milkshakes from the juice bar. In addition to hot American style drinks, cappuccino, espresso and latte are available.

Excellent Restaurant will provide free delivery for orders of \$10 or more. This service dovetails into the couple's other business, Excellent Express Transportation Inc.

Contact Carole Duran: money@readingeagle.com.

- ▶ 4. Driver hits four parked vehicles, house in Spring Township
- ▶ 5. Dan Kelly's Korner: Exeter girl doesn't miss prom after all
- ▶ 6. Cumru police arrest Reading murder suspect as he walks along Route 222
- ▶ 7. Suspect sought in fatal shooting in Reading
- ▶ 8. 1st deputy fire chief retires from Reading Fire Department
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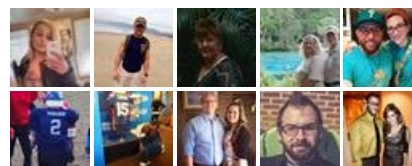


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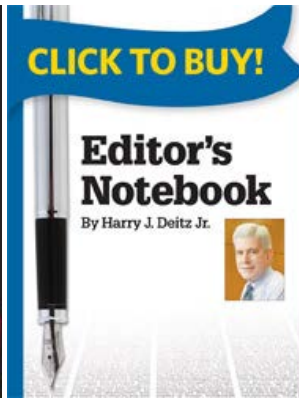
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





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