

Outline

Opening a restaurant in Orlando with a teacher turned entrepreneur. (0:00)

- Donnie Hussing, owner of The Bao Spot in Orlando, opened the restaurant in December 2023 as an investment opportunity.
- Donnie had previous experience in the food industry, including running concessions at sports events and doing carts, and now owns a restaurant.

Vietnamese heritage and food business. (2:21)

- Donnie talks about growing up in Virginia and Florida where they followed their parents after college.
- Donnie explains the Vietnamese cuisine from his mother and his father's business experience
- Teaching middle school science by day, Donnie explains how he came to balance the restaurant business and dynamic/experience in education

Networking, growth, and challenges in the food industry. (7:25)

- Discussion about networking and building relationships with people in the food industry and beyond.
- Challenges faced by food businesses in Orlando include political changes and employee management.
- Day-to-day operations and employee conflicts as Donnie goes more into the interworkings of The Bao Spot.

Challenges and goals for a family-owned restaurant business. (12:57)

- Donnie discusses challenges with staffing and mistakes made by others that cost the business money.
- Discussion regarding the growing business, future goals, and ventures.

Integrating Asian culture into a food business. (15:36)

- Discussion regarding why food is a good tool for introducing Asian culture to a new audience.
- Donnie talks about how food can help integrate different communities, especially with the Viet community and food groups in Orlando.
- Donie talks about building a restaurant, the triumphs bad and what is to come.

Food, culture, and entrepreneurship with a restaurant owner. (20:47)

- Donnie shares advice on pursuing dreams, networking, and taking calculated risks and how he connects with chefs through their shared passion for food and cultural exchange
- Donnie shares stories of his mother's Vietnamese cooking, including curry chicken and soups.

Food culture, business, and introducing new cuisine. (26:15)

- Donnie emphasizes the importance of trying new foods and being open to different cuisines.
- Discussion regarding trying new foods and supporting local restaurants, especially hole-in-the-wall places with great food to continue building community.

Full Transcript

Jason Hu 0:00

Okay, so this is Jason Hu. Today is June 3, 2024. And I'm interviewing for the first time with Donnie Huesing, owner of the bao spot in Orlando, Florida. The interview is taking place at the Valencia College Lake Nona campus. This interview is being conducted to record and preserve the oral histories of food related business owners in Florida to highlight the important connection food and culture have in our lives as part of the savory stories project, can you introduce yourself?

Donnie Huesing 0:26

Yeah, my name is Donnie Huesing. And like you said, I'm the owner of The Bao Spot in Orlando, downtown Orlando. So I am excited about this interview. And here.

Jason Hu 0:40

So you guys open December of last year, correct?

Donnie Huesing 0:44

Yeah. So we opened December 2023. December 1.

Jason Hu 0:47

So was that kind of have you had this idea to create a restaurant or open a restaurant for a long time? Or was that kind of?

Donnie Huesing 0:54

So it's just an invest? For me, it wasn't an investment deal. To invest my money to do something different. So actually, I'm a teacher by trade. Yep. So I'm a middle school teacher. And I work in St. Cloud, but I live here a little past like Nona here. But the restaurant is in downtown Orlando. But I've gotten into like a lot of the cooking stuff. I guess about three years ago, whatnot, and just venturing with different people opening you know, doing carts and concession stands. For him. It was the Amway center. Now it's the Kia center, we did that. We did the the Orlando city soccer games, we had our concessions there. So we kind of had got our start there. And, and I had a buddy that had a restaurant, about restaurant also in Soto. But because of COVID, he had to close it down. Because he just open and COVID happened. And there was not a lot of support for that. So I think it was like two years in business, then he had to shut it down. But we ventured out doing concessions and carts, different places. And then decided to we decided to open a brick and mortar. So and that's where we're at today.

Jason Hu 2:17

Yeah, that's really interesting. So you opened it and more of like an investment opportunity. But were there any other goals you have to share, especially with the environment are kind of like the food that you wanted to have in there?

Donnie Huesing 2:27

Yeah, so I wanted to stick to my hair, because I'm Vietnamese and stick to my heritage. So baos, you know, pretty much they come from the Vietnamese background there. But we wanted to do like a fusion of type of different things. And to make the baos look cool, you know, stuff because the traditional baos that are all it's like a one big bun can't see. And so we had to make appealing to everyone. So we make our baos a little different from that and, and then to do something else different. We do our space burgers, because we have a space themed restaurants, we do space burgers. And basically what it is, is pretty much we have the sealer we we seal the buns so it's all completely wrapped around the burger. And it looks like a UFO. And so but burgers have been selling pretty well too. So but now just want to stick with the heritage and in no blessed to have ran into some people that are Vietnamese background that have the same passion for food, and things like that. And I've learned as long as I been with them. I've learned a lot in the food industry. And about recipes and things like that. So

Jason Hu 3:42

yeah. And you mentioned like Vietnamese heritage, are you? Were you born in Vietnam, or

Donnie Huesing 3:46

No, I was not. My mom was born in Vietnam. My dad was German, but he lived here in America, in Kentucky, and then in the Vietnam War. He went over there. And then he met my mom. And then they came back started their life and stuff. And then they had me and my brother and so now I was born in Virginia.

Jason Hu 4:07

Okay, so you didn't grow up in like Florida? When did you come down? And

Donnie Huesing 4:14

today? Yeah, so I came down here, my parents after college whenever moved down here and so I decided to follow them here to move here in Florida. Okay, they live in Jensen beach. I live here in Orlando.

Jason Hu 4:30

And then you mentioned how like, the Vietnamese heritage, how did they have any experiences within like the food business or kind of

Donnie Huesing 4:37

in that area? Or no? Well, my mom's she can cook any type of Vietnamese cuisine. So she was cooking a lot. So I learned a lot there. My dad was more of a businessman. And so he owned his own company. But he did help people that owned restaurants do their, you know their their bookkeeping and all that stuff. And so So, he does have a little background in bookkeeping in restaurants. But as far as opening one and having one.

Jason Hu 5:06

Yeah, I did have a question about kind of, I know you said your middle school teacher, like by day? How does that kind of interact? Or does it interact with your work with the restaurant ?

Donnie Huesing 5:17

Yeah, so right now the first year, we're trying to get our feet stable, you know, within the restaurant industry, and it takes a good year to kind of work out the kinks and the staff and also the just knowing when the busy season is not the busy season, and of course, you got the finances of it. So I have good people that operate the place and and you know, the chef's they do the food costs, they do the make sure the quality is good. For me, I just make sure I oversee everything. So technology is great. So I'm able to see everything on the phone, all the orders that are brought in, they break it down for me what's been sold, what's not sold, what you make for the day, things like that, what people order, so all that stuff, and we have cameras in the restaurant. But that helps me. And then of course, I have a meeting once a week with my head chef and my operations guy, or he just calls and we just kind of talk about stuff. And then I'll go in and just meet the employees, make sure they're okay. And things like that he deals with all the employee problems, I just go in and say hi to the people, and get to know them quite well. And that's pretty much pretty much how it's ran. And I do teach by by day, so it does get a little hectic at times. But now, you know, It's summer now so it's easier for me to go to the restaurant you've been teaching for a long time. Yeah, I've been teaching for about 20 years. Is it like a specific subject? Yeah, biology and physical science was really cool. Have you ever thought of like, kind of,

Jason Hu 6:50

are you,, have you only worked in middle school, or have you worked in high school?

Donnie Huesing 6:53

No, I worked in high school before

Jason Hu 6:55

Was it like less enjoyable?

Donnie Huesing 6:57

Oh I liked high school.

It was, you know, I coach high school football. So I was a coach. And then I was a dean of students and also athletic director teaching. But then I went to middle school because I do Honors Program, teaching middle school science, middle school, gifted kids, honors kids, biology and physical science. But ended up liking it there. So I ended up staying. Yeah, it's got a good good administration there. So Oh, yeah.

Jason Hu 7:26

And then I think a second ago, you mentioned how another part of the restaurant was like the connections you've made with a lot of different people and learn from them. So do you think you've gotten anything else out of the restaurant other than just kind of like the food and the investment? Yeah,

Donnie Huesing 7:38

Yeah, great, great people, just knowing great people know, and great people all around downtown Orlando, you know, the mayor knows us really well. We cater to him, sometimes a lot of the office people there in City Hall. We cater to them, but they they help us out, they love us. Meeting other business owners. Around the area, restaurants can be clubs. Even Saks Comedy Club, they moved from their old place to our new place. And they invited us you know, to their private party. So it's like, you just meet a lot of different people, a lot of cool people, and then you meet friends along the way. And

Jason Hu 8:17

You think that that comes a lot from kind of just a business and you have to interact with people like that, or you think maybe more specific, like the food or like what branches from that industry?

Donnie Huesing 8:26

Yeah, so one thing about running any type of business is networking. You can't just, you know, sit down and, you know, just let your product speak for itself, you have to go out. So that's what I'm doing this summer, this summer. Basically, I'm networking going out to every, you know, office building in downtown Orlando, just saying, you know, introducing our restaurant, because even though we're popular on social media, and in the night crowds and all that a lot of people still don't know, you know, so network that way. Um, but I'm sorry, what was? What was the kind

Jason Hu 9:03

Um like, what other things do you think you've gotten out of restaurants? Or maybe that you've benefited that you might not have thought?

Donnie Huesing 9:08

Yeah so um, and, ya know, basically just relationships, meeting people. And people that can we can help each other out, you know, and things like that, but it's always networking. So that's what I was getting at is, basically, you always got to work, like you got to change to the environment. So, like, for us, you know, we have a slow season now. So we have to change our environment, right? So we got to go out and get, you know, private events or catering, things like that would help out spread the news. You know, people could come from lunch or whatnot, always changing your menu always changing different prices, things like that, and just have the people that can help, especially in government, you know, Oh, yeah. So, but ya know, it's friendships.

Jason Hu 9:55

And then you mentioned the kind of events that you guys do or you're looking forward to doing And is that more for like community awareness? Or you want to, like connect with specific people or just kind of branch off from that? No,

Donnie Huesing 10:05

no, it's just, it's just both networking. Right? So I think we have, we have a cart over in Orlando city in the stadium there in the fan fest, just getting our name out there, you know, making a little bit of money, but getting our name out there, people can hear about us. We did rock pit brewery the other day, set up a tent, you know, and served our food. Again, just networking people get to know we don't sell much, but people know it. Say same thing. Toyota next week, they have some kind of event going on, they want us out there. So we set up a tent, just networking and meeting people. And

Jason Hu 10:47

I know similarly, like in the last past, like two years in Orlando, just the growth in population. I know, with that. The food industry is also changing a lot. So as you know, like he joined kind of recently, like, have you seen changes with the growth of Orlando? Or kind of how have you?

Donnie Huesing 11:04

Yeah, so this is where politics is important. Like, you really got to keep up with politics, right. And downtown Orlando, trying to do a lot of different things, try to make it safe. So we have to keep following that because you know, there's certain things like, you know, the parking garage, I don't know if you know, but parking garages you can't enter after 11. Really, you cannot you can get in there at 1045. You could park and you could just stay there. But you can't go in after 11. So that affects a lot of the night crowd. And because a lot of people like to go after 11 and affects my business because we're we're up until 3am. Yeah. But so we have to keep mindful of the politics in that and then try to try to adapt to it. But the good news is, is that you know, there's Uber people like to Uber SunRail, which doesn't run on the weekends, but there's SunRail people can ride in. Or just get there early. And you know, you'd stay and do whatever. So you have to be

mindful of those things, and then try to adapt to the situation. And there was a couple other things that were thrown out that I don't think was going to happen like they wanted, I think they wanted like restaurants to close at midnight, things like that. And that was written out. But then when I talked to people in the city in City Hall, they're like, oh, no, that's not true. So really, so you know, we weren't going to try to adapt to that, because we do make pretty decent business after midnight. Yeah.

Jason Hu 12:26

So what other challenges do you think you faced other than just like the political side and the changes that you see with the business? Well,

Donnie Huesing 12:33

like I said, I'm not there to see the day to day operations, my operations guy, but the employees, I mean, from everything, the employees, just making sure everybody's happy doing their job, there's always going to be some kind of friction between employees and, and things like that. So you have to kind of weed out certain employees that are toxic. You know, abs anybody, staffing is one. So staffing. I would say that, people that make mistakes on their end, and this is going through building out the restaurant, and even now, like people that make mistakes, and that, you know, that really, it's wasn't even our fault that their mistakes. They cost us. Yeah, so it's like, it sets us back or costs us money, because other people mistakes and that's what I that's, that's challenging. So yeah,

Jason Hu 13:35

I think I had read somewhere that you guys were sort of like a family owned business, too. Um, so how does that dynamic work? I don't know if your family is involved with it, or kind of how it works.

Donnie Huesing 13:48

So no, it's just it's well, my wife and my kid but um, no, they, they can go wherever they want to they don't actually do anything in there. Yeah, but I'm the one that deals with most of this stuff. So when we say family on business, you know, with my partner, my operations guy, you know, he's got a family too and yeah, and we just kind of work together. But we're trying to grow it you know, it takes time and we're gonna we're trying to grow it.

Jason Hu 14:16

So do other than kind of growing Are there any goals that you have for the future of the restaurant you're looking forward to

Donnie Huesing 14:22

just to expand you know, different places we kind of looking at Miami downtown Miami down there so right now it's it's kind of up in the air but we're looking into it went down there look some locations and things like that and then expand like, you know, we trying to get it back into into the Kia center, you know, doing concessions there or other doing other events with the carts and stuff.

Jason Hu 14:51

And then looking back to when you started this were there any things that you think you would have done differently or better now that you've been through that experience?

Donnie Huesing 14:58

Ah, I think we planned as much as possible. The one thing you really can't get right, right on is the numbers, the money. You know, you could say, hey, we can do this much this much this much to start the company, but at the end, you know, it might be a little bit more than what you think it is. And so that that's that there's kind of hard to gauge in. And it's, well, you had a certain amount of money, but when you go over, it's not it's out of your control. That's that's hard, but other net? I think there's really no, no real big surprise. There's just little hiccups in the way but no big surprises.

Jason Hu 15:44

So I also know that you know, in Orlando, there's a lot of different communities, especially with food or the I know, there's a really large Viet community in Orlando, but also the different groups. How do you think The Bao Spot kind of integrates into that already built community that has been here?

Donnie Huesing 15:58

Yeah, so the best spot I think it's in that area of downtown, there's not a lot of bad places that are close by there, especially in that vicinity of businesses. They're there in offices. So I think we introduced that Asian culture of Baos and things like that to the community. As far as just a place for you know, just people who go to you know, to relax and just have a good environment. Yeah, relax, you know. So, but yeah, we do other foods, too. We do burgers, we do apps, we have homemade churros. So we kind of have like, a lot of different than Yeah, days of different things that oh, we we tried to do Philly cheesesteak burgers and you know, just kind of adapt to the crowd a little bit. We're, you know, just again, just trying to we're gonna have a late night menu soon with authentic ramen, we're gonna fried rice, chicken wings, things like that.

Jason Hu 17:01

Yeah. So you kind of pull from that Asian side and and kind of try to integrate it with the different other foods that you guys have been

Donnie Huesing 17:08

trying to integrate and you know, serve the area. You know, a lot of people don't like baos way I can take a burger or some chicken wings, or you know, things like that. Yeah.

Jason Hu 17:19

So it's kind of integrated into how they are. But also you want to bring that side of Asian culture and also

Donnie Huesing 17:24

introduce the basketball people know what a bao is, you know, and so you have to explain it. So sometimes we had to go outside and be like, hey, you know, come to the bao spot. We don't know what about well, let me give it to you. So sometimes we try to do free promotions and just let them try. And once they try the order, more baos. So

Jason Hu 17:44

do you think that food is like a really, it's a really good tool to allow that kind of entry into a different atmosphere? A different culture?

Donnie Huesing 17:51

Yeah.

Jason Hu 17:52

It's always, yeah,

Donnie Huesing 17:54

it's always perfect for that. Yeah.

Jason Hu 17:56

So why do you think like food does it better than a lot of other ways? Or I know, especially, I've worked with some other organizations to help out with like, integrating the Asian community, but I think food is just one of those things that does do a better job. So why do you think that kind of has

Donnie Huesing 18:10

You want to bring people in you always have food, it's just everybody loves to eat. Everybody likes to try different things. And we try to accommodate that try to, you know, make a lot of different things and, and just to bring in I mean, yeah, so we're out there just sometimes giving out free baos, just people like also so Graham, I tell you, I'm gonna come back, or I'm gonna tell my friends about y'all. You know. So that's always a good feeling. When they say that didn't come out. They're like, Man, this is great. I'm gonna tell you, I live over there. And I'm gonna

tell all my friends. I'm like, that's great, man. So any No, no, it also brings a good gathering of people and friends and things like that. I always have my friends out there, we just, you know, I serve them get to eat and we just have a good time. And just, it just brings people together as everybody loves to eat in lots of different things. And

Jason Hu 18:58

Does this draw from any points, like when you're growing up, did you kind of see that food was a really good way for you to connect with your with your family or kind of community?

Donnie Huesing 19:05

Yeah, so you know, my mom loved to cook so she's always cooking for you know, anybody or everybody. So from there, I knew that food is the thing, right? And, and just going out to different places, you go to different events, they always have food, you're always like, hungry, they're gonna have food, right? So yeah, and that's where we got it from. And so we're trying to serve the community trying to go out like tomorrow, I'll probably go out to a business offices and have a whole bunch of baos and just let them have it and be like, hey, you know, this is the bao spot, soon catering, whatnot, and so forth. So yeah, we do a lot of networking. I'll do like charity events to go there and introduce the company and people are like, Oh, when I try one, try it so you know, another way of networking, bringing people in for

Jason Hu 19:53

food. Yeah. Have you had any moments throughout starting this at kinda stand out either? For good bad or just in general that sound off to you?

Donnie Huesing 20:02

Said, I guess I'm sorry,

Jason Hu 20:03

do you have any Have you had any moments through this journey that really stand out to you?

Donnie Huesing 20:07

Oh, that really stands, um, just the accomplishment, you know, they will build our place. I know you've seen it, but to build our place out, like the way it is, took a lot of creativity, we had a great creative team that was able to draw things up, and, you know, let us see it. And we were able to pick and choose just the build out was difficult. I mean, you had to deal with subcontractors and, and things like that, making sure they're doing the job, right. But once everything was finished, I mean, I thought that was the way it looks is cool with the music and just the theme of the restaurant. But meeting a lot of good people getting to know the mayor Orlando, he did our ribbon cutting Oh, one day. And that was great publicity, meeting all the foodies that come in, taking the videos and be able to, you know, serve them and seeing their videos on Instagram and

Tiktok and all that stuff, getting all those views. I think we're up to 11,600 subscribers on our Instagram, so we're getting popular.

Jason Hu 21:18

And then kind of bringing together your experiences and also our conversation. Do you have any thing? Or what message do you kind of have regarding like, either the sharing of food or kind of with your business?

Donnie Huesing 21:30

Oh, just just, you know, Dream out loud, man. Just you got goals, man, you guys just got to do it. In you can't be shy. Like I know a lot of people were shy used to be shy. Eventually you have to get out of that shell if you want to grow. Just got to go out, start talking to people network know things like besides restaurants, you know, know, get to know other things, you know, and talk to people you know that do those jobs and learn from them. And don't be scared, man, because you got to be uncomfortable, right to grow. Yeah. And I am uncomfortable almost every day. But you know, the thing is with that as you grow comfortable being uncomfortable, so you have to grow into that. And to make yourself better. Whatever the goals are, you know, especially with young people like you like, gotta go for your dreams, man. Just don't be scared. And you know, you just got to network and make sure you make the right decisions. But you got to take those chances, you know, and, and even if you fail certain things, you learn from those and you move forward. But yeah, so that's, let's see about that. And

Jason Hu 22:42

this is kind of going back to just some general stuff. But what is your favorite food or restaurant like dish at your restaurant?

Donnie Huesing 22:48

Oh, so right now, it's not on the menu yet, but my one of my chefs make the most awesome, awesome fried rice. I know it's simple, but yeah, it has a pork belly and it shrimp he puts it in and vegetables is so good. And he wants to actually take that and do a like a catering thing and do it like a hibachi catering go to people's homes and set up a capace for like parties. And we're there to support him. But um, right now I say the fried rice and in our space burgers are really good. So our cheeseburgers are good. And our spicy chickens are good. Our French fries, everybody complements our french fries. But for me personally, it would be things that our chefs make better. Really not on the menu. Yeah, that will be on the menu, and they just use their creativity.

Jason Hu 23:42

Did you grow up eating that kind of style of food where it's more like that American side or more? I know you say your mom cooks and I think you said your mom was Vietnamese,

Vietnamese and then your dad was German American? Yeah, so did you kind of grew up with like a weird dynamic with both of that side or the kind of more just

Donnie Huesing 23:59

we had all kinds of food. So and we were blessed to be able to go out eat a lot and things like that. But my mom did when it came to authentic Vietnamese, she would cook every week. Some type of food. So I got that but we also went out to eat a lot so I got to see a lot of different foods and were

Jason Hu 24:17

there any like favorite dishes that you have that your mom made for you?

Donnie Huesing 24:20

Ah, she make she makes like curries in the curry chicken Vietnamese curry chicken that is really really good. I don't have a name of it. She makes all kinds of soups that are really good just all kinds of stuff that that you see on you know Vietnamese authentic Vietnamese menu she makes but ya know, she's a she's really really good cook.

Jason Hu 24:46

Were there any like defining moments when growing up that kind of made you have that connection to food or kind of be more inclined towards that side?

Donnie Huesing 24:58

I don't think over the years you appreciate food. I don't think there was any defining moment when I was younger, just as you go along in life, you just kind of do different things, you kind of appreciate it. And you kind of see how it does bring people together. And just now No, no, a lot of different people that are in the restaurant industry just talking to them and, you know, their work ethic and what they like to cook. And it's interesting when you talk to other people, different chefs, what, you know, how their, the way they do the food is different from a lot of different people and how they make it and things like that. And it's always fun to talk to a lot of different chefs.

Jason Hu 25:42

Yeah. So you said like these different chefs kind of pull from different places, I'm not sure different cultures or different cuisines and stuff like that. When you connect with these people, do you have like, a sense of kind of understanding them more are kind of,

Donnie Huesing 25:55

yeah, pretty much. I feel like I have a connection, talking about now, as far as the, you know, the type of foods and things like that. No, I learned what they say. But when they start talking about the food, and some of the things that you know, they go through, I can relate to that.

Jason Hu 26:12

So do you have any examples of that? Or? Um, yeah.

Donnie Huesing 26:16

So for example, there was a lady I know, she's a yacht chef, and she likes to create menus, she doesn't want to open her own business. And again, it just, you know, she wants to do something that creates menu, so we're trying to help her find that avenue that direction, to help her with that. But she's also stated, you know, it's, you know, that's motivation, you got to be motivated. So, this goes back to being motivated knowing networking. And me knowing you know, the style of what, you know, she likes and what she wants to do, we try to make those goals happen. So I'm always trying to help people, you know, navigate a little bit of where they want to be. Right?

Jason Hu 27:02

Yeah. Do you have any kind of final thoughts or reflections that you'd like to share about food, culture, business,

Donnie Huesing 27:09

Of business is tough. Doesn't matter what you our type of business. It's tough, but it's rewarding. And you got to get at it every day. You got to be creative, try different things. You can't be sitting around all you know, all day, just let it slide by really gotta be how you say. Gosh, how you started? How do you say that? Brent. Gosh, like constantly working towards Yeah, like renew yourself all the time, forget there's a word. You just gotta constantly renew it, you know, like, different ideas, different ideas, you can't stick with the same cuisine. You know, for us, we can't just do baos, you know, we have to find something different that is related to our Asian culture, okay, to do that. So you'll see a lot of our burgers, even those cheeseburgers, spicy Chinese Thai, like Philly cheesesteak, but there's also Asian type burgers there, too, that people that we try to do every every month, and so forth. But um, but business is tough. Can't be scared. You gotta go for it. Food wise, try as many different foods as you can. Because I know people are like, I just want to eat this. And that's it. It's like, wow, I mean, there's so much cool things to see out there different countries the way they and to watch more YouTube like we can't travel. We like looking at places like Korea, how do they make their food? How do they serve it? You know, and, and things like that. So it's always cool to see that type of where every cultures different and making their foods, and things like that. So

Jason Hu 28:51

yeah, I like that you mentioned, you said that, like, that was like a different food that you want people to try. And kind of I know you mentioned earlier how they don't know what it is. And you kind of get them in your restaurant with that. Were there any other parts of like, kind of food that you thought were really interesting? Or especially with? I know, you said like, you guys couldn't only do baos is that more for like, getting people in or kind of just be can only do bounds. And so I think you've mentioned how, like, if you guys only did Val was like, Oh,

Donnie Huesing 29:21

yeah. Oh, yeah. I mean, again, you can't just rely on that one thing, right? You have to make money. And to bring people in, you always have to, you know, find different things to bring people in. Because it could be a burger that brings someone in but oh, what's about? Oh, yeah, here are trying. They're like, Oh, I'll take three of those. And they'll take you know, things like that. And they, they and then we start explaining some of that some people asked, like, you know, about baos and like, oh, yeah, not explain. It was like a Vietnamese thing. You know, blah, blah, blah. So they start, they start to really understand or they actually look it up like bao Oh, yeah. And they're like, oh, okay, and I get it. So it's kind of introducing it that Where and