

March 2025

NEWSLETTER

FLORIDA ASIAN AMERICAN RESTAURANT ALLIANCE

TOGETHER WE PROMOTE, EDUCATE, ADVOCATE & GROW

BOARD OF DIRECTORS



Fang Shu, Ph.D.

Chief Executive Officer

About FLAARA

The Florida Asian American Restaurant Alliance (FLAARA) is a registered non-profit organization dedicated to empowering Asian American restaurant and business owners across Florida. Our mission is to provide professional leadership, essential resources, and industry guidance to help businesses thrive in the competitive food service industry. Through advocacy, education, and collaboration, FLAARA strengthens the voice of Asian American entrepreneurs, driving policies that support sustainable growth, financial stability, and a positive public image.

FLAARA also champions Asian American businesses through its political committee, Florida Asian American Business PC, advocating for policies that address their unique challenges and unlock opportunities for success. Together, we create a unified platform for progress, leadership, and excellence.

Thanks to the trust of the board of directors, this year I have been appointed as the CEO to lead the execution of FLAARA's strategy. My goal is to empower the Asian American community in South Florida, with a strong focus on the restaurant and food service industries. This is no small task, but together, we can make a real impact!

February Rewind Moments That Mattered

GET YOUR ASIAN RESTAURANTS INTO SOBEWFF®

Fang Shu, Ph.D.
CEO, FLAARA

Mohammad Qureshi, MS
Director of Facilities,
Chaplin School of Hospitality & Tourism Management
Florida International University

FEBRUARY 17, 2025 | 9:30 - 10:30 AM EST

AN ONLINE DISCUSSION

FREE REGISTRATION

Join us for an exclusive webinar designed to help Asian restaurant owners and chefs maximize their participation in the prestigious South Beach Wine & Food Festival (SOBEWFF®). We'll cover how your restaurant can gain exposure, connect with food industry leaders, and attract new customers through this high-profile culinary event.



FLORIDA ASIAN AMERICAN
RESTAURANT ALLIANCE

TOGETHER WE PROMOTE, EDUCATE, ADVOCATE & GROW

▶ WATCH NOW

February Rewind Moments That Mattered



A promotional graphic for the SOBEWFF Asian Night Market. It features a blue background with palm trees and text. The text includes: "food SOBEWFF SOUTH BEACH WINE & FOOD FESTIVAL PRESENTED BY Capital One", "ASIAN NIGHT MARKET", "HOSTED BY ANDREW ZIMMERN, JET TILA AND AARTI SEQUEIRA WITH SPECIAL PERFORMANCE BY REV RUN", "SUNDAY FEB. 23, 2025 | 6PM", "American Airlines® North Venue Entrance located on the sand at 1 Lincoln Road", and "TICKETS ON SALE NOW!". A pink button at the bottom right contains the URL "SOBEWFF.ORG/ASIAN". A circular logo at the bottom left says "EAT DRINK EDUCATE \$40M BEHINDING FIU".

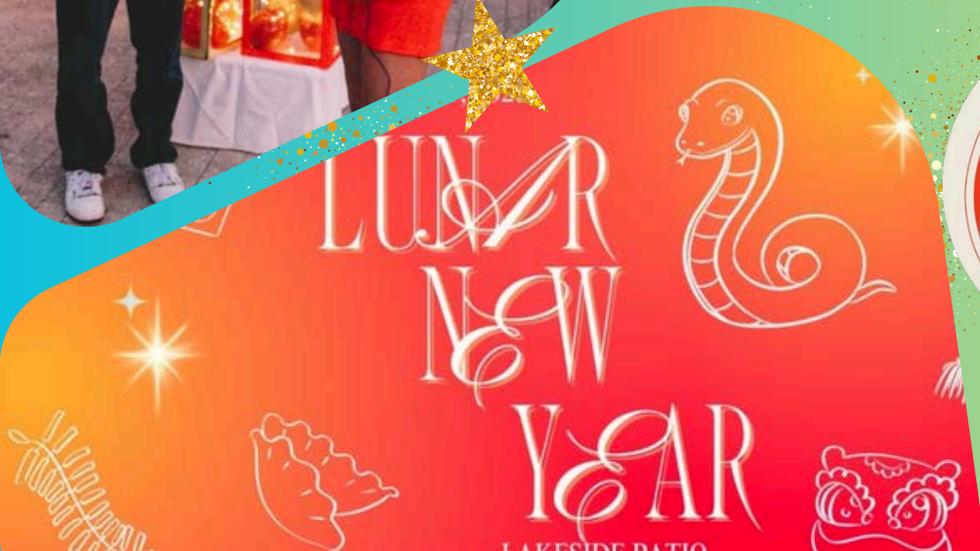


February Rewind Moments That Mattered

Lunar New Year Celebration Asian American student Association University of Miami



Lunar New Year Festival by AASAUM



UPCOMING TOUR

NRA SHOW

Why Do Industry Leaders Flock to NRA Show

- ✓ Access to Global Supply Chains – Get direct connections to top suppliers, cutting out middlemen and lowering costs.
- ✓ Learn the Most Profitable Business Strategies – Discover cutting-edge tools and trends that are helping restaurants double their profits.
- ✓ Stay Ahead of Regulations & Market Trends – Understanding industry policies and financial incentives can mean the difference between thriving or struggling.
- ✓ Unmatched Networking Opportunities – Meet key suppliers, investors, and brand founders who can open doors to new business growth.

We've Taken Care of Everything for Your Trip to NRA Show

📍 Dates: May 17–19, 2025 (3 Days, 2 Nights)

📍 Location: Chicago

📍 Registration Deadline: April 5 (Price goes up on April 6)

💰 Regular Price: \$1,499 (FLAARA Members Get an Exclusive \$100 Discount!)

📋 What's Included:

✈️ Roundtrip Flight (Miami–Chicago)

🏨 Two Nights in a Single Hotel Room

🚗 Chicago Shuttle Service

🎟️ NRA Show Ticket

This isn't just a trip—it's your chance to stay ahead of the competition! Don't miss out; sign up now through the [link](#)

2025 Chicago National Restaurant Association Show

Educational Travel Tour

MAY 17-19, 2025

EXCLUSIVE
OPPORTUNITY
FOR ASIAN-
AMERICAN
RESTAURANT
OWNERS

FLORIDA ASIAN AMERICAN
RESTAURANT ALLIANCE
TOGETHER WE PROMOTE, EDUCATE, ADVOCATE & GROW

NATIONAL
RESTAURANT
ASSOCIATION
SHOW 2025



Why Attend?

Learn from the Best

Guided tours of the NRA Show, focusing on trends and solutions for restaurants

Grow Your Network

Connect with industry leaders, suppliers, and fellow restaurant owners

Educational Sessions

Discussions on key issues like marketing, supply chain, and consumer trends



Who Should Attend?

- Restaurant owners looking to grow their business
- Entrepreneurs seeking the latest industry insights and innovations
- Professionals wanting to build a strong network in the restaurant industry

A CURATED EXPERIENCE

Immerse yourself in an exclusive, thoughtfully planned itinerary designed to maximize learning, networking, and cultural experiences in the heart of Chicago.

Day 1: May 17 – Arrival

- Meet at FLL airport in the morning
- Group flight from FLL to Chicago (ORD)
- Check into hotel
- Take a guided tour of the NRA Show

Day 2: May 18 – National Restaurant Association Show

- Breakfast and reflection
- Guided tour of the NRA Show
- Educational session

Day 3: May 19 – Departure

- Breakfast and reflection
- Return flight to FLL

Tour Inclusions

- Roundtrip flights (Miami to Chicago)
- 2 nights, single room hotel
- Airport transfers & daily transportation
- Full access to the NRA Show
- Guided expo tours and educational sessions

Pricing

Regular Price: \$1,499 per person

FLAARA Member Price: \$1,399 per person
(Annual Membership Fee: \$200)



Join us today!

Book by April 6, 2025
(Price goes up after April 6)

 flaarusa@gmail.com

scan the code to join



UPCOMING SEMINAR

FOOD SAFETY & SANITATION



Stay
Tuned



Upholding Excellence in Food Safety and Sanitation in Our Community

March 28, 2025

**By Shilat Jayo-Acuna,
Leadership Intern, FLAARA**

As dedicated professionals in the culinary industry, we share a collective responsibility to uphold the highest standards of food safety and sanitation. Recent events have underscored the critical importance of these practices, and I wish to address both the urgency of this matter and the unwarranted prejudices that have, unfortunately, been directed toward certain establishments within our community.

The Imperative of Food Safety and Sanitation

Earlier this year, we witnessed a concerning surge in foodborne illnesses, with hospitalizations and fatalities significantly increasing from the previous year. Notable incidents included widespread Salmonella outbreaks linked to various food items and an E. coli outbreak associated with onions at a major fast-food chain. Within the states that were identified as particularly vulnerable, such as California and Michigan, Florida was included.

Insights from Health Inspectors

Engaging proactively with health inspectors provides invaluable insights into maintaining and enhancing our food safety standards. Their expertise can guide us in implementing best practices, identifying potential hazards, and fostering a culture of continuous improvement. Collaborative relationships with these professionals not only facilitate compliance but also demonstrate our unwavering commitment to excellence.

Addressing Unfounded Stereotypes

It is disheartening to acknowledge that certain prejudices persist within our society, particularly the unfounded perception that Chinese restaurants are less sanitary than their counterparts. Historical biases have contributed to this misconception, casting unjust aspersions on establishments that are, in reality, top examples of cleanliness and culinary excellence.

Such stereotypes are not only baseless but also harmful, undermining the rich cultural contributions and diligent efforts of our colleagues in the Chinese culinary community. It is incumbent upon us to challenge these misconceptions and celebrate the diversity and quality that all our members bring to the table.

Fostering Connection and Collaboration

In light of these challenges, we recognize the importance of unity and open dialogue. To this end, we are organizing a series of forums and networking events designed to facilitate connections among our members and with media representatives. These gatherings will provide platforms to share best practices, address concerns, and collectively elevate the standards of our industry.

Our Collective Commitment

As an association, we stand resolute in our mission to support and advocate for all our members. We reject any form of prejudice and are dedicated to promoting a fair and accurate representation of every establishment within our community. By upholding stringent food safety and sanitation standards and confronting biases head-on, we can ensure a thriving, inclusive, and respected culinary landscape.

Thank you for your unwavering dedication and commitment to excellence. Together, we can navigate these challenges and continue to serve our communities with pride and integrity.

Member Spotlight



Address: 777 N Orange Ave Suite C, Orlando, FL 32801

Phone: (407) 286-5744

Reservations: [resy.com](https://www.resy.com)



Why Join FLAARA

FLAARA is more than a non-profit; we are the driving force behind the success of Asian American restaurant and business owners in Florida. From advocating for favorable policies and fostering government relations to providing workshops and sustainability initiatives, we empower entrepreneurs to navigate challenges and seize opportunities.

With a focus on leadership, education, and collaboration, FLAARA is shaping a brighter future for the food service industry while amplifying the voices of Asian American business owners. Join us in building a stronger, more inclusive business community in Florida.



MEMBERSHIP - \$200 / YEAR.

Networking Opportunities

Connect with restaurant owners, industry leaders, government officials and business professionals through exclusive events. Free to members.

Educational Workshops

Participate in seminars, industry roundtables, and specialized workshops to enhance your knowledge and skills. Free to members.

Resource Sharing and Support

Tap into a community that values collaboration, offering shared resources and guidance. Free to members.

Restaurant Promotion

Highlight your business on the FLAARA website and social media platforms, amplifying your reach within the community.

Grant Support

Resources will be provided to assist you in applying for grants tailored to your business needs. Fees may apply, depending on the level of service.

WHAT ELSE CAN YOUR CAN HELP



Let's Collaborate



Attend our Events



Time, Talent, & Treasure

CONNECT WITH US!



SPONSORS FLAARA

Please contact FLAARA
through flaarausa@gmail.com
for more details.



Fang Shu, Ph.D.
Editor-in-Chief



Dr. Fang Shu, a Notable Global Learning Faculty at FIU, teaches Accounting & Finance at the Chaplin School of Hospitality & Tourism Management and Philanthropy at the Honors College. With 10+ years in global education, Dr. Shu has developed various study abroad and training programs. Previously, he managed FIU's China Programs, overseeing admissions, career development, and industry relations.

An active leader, Dr. Shu currently serves as the Marketing Director of SECSA-CHRIE, Faculty Advisor of Eta Sigma Delta (ESD) FIU Chapter, and Chief Executive Officer of the Florida Asian American Restaurant Alliance (FLAARA). He also sits on the Honors College Dean's Advisory Board (DAB), leads the Honors Alumni Community(ACB), and is part of the 2024 Leadership Miami® Program focused on community impact and leadership.

Shilat Jayo-Acuna is a first-year English major and aspiring attorney with a diverse skill set that includes public speaking, community engagement, professional writing, management, and presentations. As a student in the FIU Honors College, Shilat balances a demanding academic schedule while actively contributing to several campus organizations. She serves as a senator in the FIU Student Government Association, participates in the Pre-Law Advocates for Community Engagement and Service, and works with the Biscayne Bay Legislative Council. A recipient of the prestigious Silver Knight Award in English & Literature and an FIU Presidential Scholar, Shilat is committed to further developing her skills through collaboration with FLAARA.

Shilat Jayo-Acuna
Content Writer



Creative Director



Visual Content Creator

