



Strongsville, Ohio



Success Story Bhelwala: No Naan-Sense Indian Street Food

There are many challenges when starting a business, according to entrepreneur, Chris Moscarino, owner of Bhelwala Indian Street Food in Strongsville, Ohio. For Chris, it was knowing how and where to get started.

He and his wife, Yatra Moscarino, had a passion for Indian cuisine and culture and decided to open up their own restaurant. With a dream and a vision, they decided to bring a unique and flavorful experience to residents in their local community.

Bhelwala offers fresh ingredients paired with classic Indian spices for a made-to-order food experience. Customers can start with a Roti Roll (an Indian flat bread), rice bowl or salad, and from there add meat, vegetables and sauces.

"We wanted to introduce a unique cuisine to the masses," said Chris. "When I first had it [Indian food], I thought 'holy cow, I can't believe I've never tried this before.' We thought that other people might feel the same way."

Despite Chris' past experience with starting a multi-million-dollar company with his brother that focused on outdoor adventures, the restaurant business was an entirely new industry for him. He knew he would need help getting it off the ground so he turned to the Ohio Small Business Development Center (SBDC) at the Hispanic Business Center for help.

"We were able to help develop a restaurant menu and store layout, provide guidance on site selection, and organize handbooks, HR policies and cost management," said Jason Estremera, Business Counselor at the SBDC Hispanic Business Center. "We partnered with Jumpstart to receive investment guidance, PNC to provide insight into seeking investors, along with the Westown Community Development Corporation to obtain demographic information. Through these partnerships, the client was funded and secured a location to successfully open."

With the help of Jason and the SBDC team, Chris opened Bhelwala in October 2015, providing a unique fast-casual Indian dining establishment for the Strongsville area. In just five months after opening, Chris was able to obtain sales close to \$160,000 and hire 13 employees.

"The best part of being in business for yourself is getting to be a visionary and having people buy into what you do," added Chris. "People see what you're doing and want to be a part of it and that's a great feeling."

To learn more about Bhelwala, visit: bhelwalaindianfood.com

For more information about Ohio Small Business Development Centers (SBDC) programs and resources, visit: sbdc.development.ohio.gov

