

MAHARAJAH INDIA CUISINE

Maharajah Meal Prep

Menu Deconstruction, Market Analysis, Fusion Expansion & Business Proposal

A staged launch plan for separate vegetarian and nonvegetarian weekly meal-prep programs

Restaurant	Market	Prepared
1091 S. Mt. Vernon Ave., Suite G Colton, California 92324	Colton • San Bernardino • Loma Linda • Redlands • Riverside corridor	August 8, 2026 Decision-ready feasibility study

INVESTMENT RECOMMENDATION

Authorize a pilot cap of \$30,000 within a \$16,000–\$37,000 pilot range. Carve out no more than \$3,000–\$8,000 for a two-SKU Indo-Mex test rather than increasing the cap. Release standard-scale capital only after four consecutive weeks above 300 meals, safe cooling validation, at least \$3.50 contribution per meal after paid production labor, and at least 60% eight-week reorder/retention.

Prepared from public menu data, current competitor pricing, official California and San Bernardino County guidance, and an explicitly assumption-based operating model. Kitchen recipes, costs, capacity, permits, tax treatment, and shelf life require owner, chef, regulator, CPA, and insurer validation before launch.

Executive decision

RECOMMENDATION: PROCEED, BUT AS A STAGE-GATED PILOT

Maharajah has a credible right to win: an established Indian brand, a large vegetarian repertoire, direct online ordering, delivery, rewards, catering capability, and sauces that batch efficiently. The venture becomes attractive only if menu complexity is cut sharply and the line proves repeat demand at roughly 300–320 meals per week.

The public menu contains 135 non-Popular listings across 16 categories and about 129 distinct visible names, yet only about 42 listings have a written description. Multiple duplicate labels, conflicting prices, mislabeled internal item slugs, and missing allergen/portion information make the current menu unsuitable for direct replication into a meal-prep storefront. [2] The operational answer is a 12-SKU weekly rotation drawn from eight batch components—not 129 separate recipes.

Decision metric	Planning result	Interpretation
Pilot capital	\$16k–\$37k; recommend \$30k cap	Uses the existing kitchen only if the cooling-load test passes
Standard cumulative capital	\$50k–\$120k	Release only after sustained demand and safe production are proven
Blended realized price	About \$12.30/meal	Assumes 40% vegetarian / 60% meat and bundle discounting
Blended variable cost	About \$8.21/meal	Includes ingredients, packaging, direct labor, processing, waste and small delivery subsidy
Contribution	\$4.09/meal; 33.3%	After paid production labor; fixed overhead remains to be covered
Standard break-even	About 319 meals/week	At \$5,650 monthly incremental fixed cost
Base Year 1	\$271.6k revenue; \$25.7k line EBITDA	Ramps from 150 to 700 meals/week
Base month-12 run rate	About \$81k annualized line EBITDA	Requires retention and the 700-meal/week pace to continue

Financial outputs are pro forma estimates before depreciation, debt, income tax, startup capital and owner distributions—not guarantees.

What makes the concept defensible

- Authenticity plus convenience: few immediate-area providers visibly combine fresh Indian food, nutrition/portion transparency, single-serving weekly plans, and clear local delivery pricing.
- A vegetarian advantage: Maharajah already has lentil, chickpea, vegetable and paneer dishes with strong chilled/frozen quality, not merely one token vegetarian option.
- Production leverage: curry, masala, korma, saag, vindaloo, makhani, dal/channa and biryani/tandoori components can power paired vegetarian and meat SKUs.
- Owned audience and direct channel: the current site advertises direct ordering, delivery, rewards, mobile app access and catering. [1][4]

- A manageable customer target: 60 households averaging ten meals equal 600 meals per week; success depends more on retention than on broad geographic reach.

Non-negotiable launch conditions

1. Obtain written County approval for the changed menu/process, packaging, cooling, cold storage, labels and delivery route before major equipment purchases.
2. Standardize gram-weighted recipes, yields, ingredient costs and allergen declarations; do not rely on public website or third-party descriptions as recipe records.
3. Pass a worst-case cooling-load test for rice and curry before selling the first box.
4. Use a Fresh 4 + Frozen remainder model or split delivery; do not promise seven refrigerated days without validated shelf-life evidence.
5. Keep at least 85% of subscription orders direct; marketplace commissions can erase most modeled contribution.

1. Restaurant and digital-menu audit

Maharajah presents itself as a family-owned Inland Empire restaurant with nearly four decades of history. It operates daily from 11:00 a.m. to 9:00 p.m. and supports dine-in, takeout, delivery, reservations, rewards, a mobile app and catering. The site explicitly advertises vegan options, while individual menu items are not labeled vegan. Catering is positioned for corporate events, weddings, private parties and holidays. [1][3][4]

Current assets

Asset	Why it matters for meal prep
Existing commercial kitchen and staff	Avoids a commissary lease in the pilot, subject to County approval and spare cooling/storage capacity
Broad North and South Indian menu	Supports rotation and differentiation, but must be condensed
Direct online ordering, delivery and rewards	Reduces launch friction and supports direct-order retention
Catering experience	Shows batch-production familiarity, though refrigerated meal production is a different process
Vegetarian, paneer, lentil and chickpea depth	Creates a real vegetarian product line with better food-cost potential
Tandoor and biryani capability	Creates premium and performance-oriented add-ons

Digital-menu cleanup required before launch

- A duplicate Chicken Curry listing points to an internal Andhra Chicken Fry slug.
- Hyderabadi Chicken Biryani appears at \$16.64 and \$12.48; the lower-price SKU is internally a weekend special.
- A \$14.56 Channa Masala listing points internally to Chole Bhatura.
- Three Chicken Tikka Dry rows represent different internal products; Tikka Dry \$17.91 is actually lamb.
- Chicken Shish Kabob appears in two categories.
- The official menu says meat samosa contains chicken; a third-party listing says beef. This must be reconciled before labeling.
- Portion weights, included sides, spice levels, calories, allergens, vegan status, reheating instructions and lot/date information are absent.

Audit based primarily on the official direct menu; the third-party page was used only to identify conflicts and possible ingredients requiring kitchen verification. [2][5]

Strategic diagnosis

Strengths	Weaknesses	Opportunities	Threats
Established brand; direct channel; broad vegetarian line; sauce reuse; catering; tandoor/biryani differentiation	Menu sprawl; duplicate data; no validated allergen/macros; unknown spare cooling capacity; daily restaurant schedule	Healthcare/university/ employer drops; Indian weekly subscriptions; vegetarian retention; premium high-protein add-ons	Labor cost; rice/curry cooling risk; low-price frozen meals; tiffin substitutes; delivery leakage; restaurant cannibalization

2. Menu and ingredient deconstruction

Most menu recipes are not published. Ingredient statements below are a kitchen-validation map, not authoritative recipes. “Official” means stated on Maharajah’s website; “secondary” means a third-party description that must be checked; “inferred” means standard culinary composition suggested by the dish name. No allergen, vegan or gluten-free claim should be made from this analysis alone.

Production family	Current dishes	Likely basis—verify with chef	Risk / prep fit
House curry	Chicken, lamb, beef, potato curry	Likely onion-tomato, ginger, garlic, oil/ghee, cumin, coriander, turmeric and garam masala	Possible milk/ghee and tree nuts; High fit
Masala	Chicken masala; shrimp/fish/vegetable/mushroom/channa masala	Tomato-onion-herb-spice base; channa recipe publicly confirms chickpea and tomato	Likely tree nuts in several recipes; High fit; seafood short-dated
Korma	Chicken, lamb, beef, vegetable korma	Likely yogurt/cream, nuts, aromatic spices, possibly coconut	Milk + tree nuts; High fit
Saag	Chicken, lamb, beef, shrimp, fish, paneer, aloo, channa	Spinach/greens with onion, tomato, herbs and spices; Aloo Saag publicly includes cream	Milk possible/likely; seafood short-dated; High fit
Vindaloo	Chicken, lamb, beef, shrimp, fish	Likely chili-acid-garlic sauce; third-party descriptions suggest cashew/nuts in current recipes	Tree nuts possible; spicy; High fit except seafood
Makhani / tikka	Butter chicken, chicken/paneer tikka masala, malai kofta	Tomato, cream/butter, aromatic spices and likely cashew; kofta is fried potato-based	Milk + tree nuts; kofta may contain wheat; High fit
Keema	Chicken/beef keema, keema naan, meat samosa	Ground meat, onion and spices; meat identity conflict in samosa	Wheat in naan/samosa; curry High fit
Biryani	Chicken, lamb, beef, shrimp, vegetable, Hyderabad	Basmati rice, spice, onion/herbs and protein/vegetable; possible yogurt/ghee	Rapid cooling critical; milk/nuts possible; shrimp allergen; High fit
Tandoori / kebab	Paneer, chicken, lamb and shrimp items	Marinated protein roasted in tandoor with onion, pepper and lime; yogurt marinade likely	Milk likely; can dry on reheating; Moderate fit
Pakoda / bonda / vada	All fritters	Gram/lentil flours, vegetables or protein, spices and shared frying oil	Milk/fish on named items; fryer cross-contact; Low fit
Samosa / chaat	Meat/vegetable samosa, samosa chaat	Wheat pastry and spiced filling; chaat adds channa, yogurt and chutneys	Wheat + milk; Low fit assembled
Dosa / idli / uttapam	South Indian crepes and steamed cakes	Rice/lentil batters; rava versions use semolina; cheese and egg variants as named	Wheat in rava; milk/egg as named; Low dosa fit, Moderate idli fit
Sambar / rasam	Soups and combination plates	Lentil-vegetable sambar; likely tamarind-spice rasam	Verify asafetida/wheat and chutney allergens; High separated fit

Production family	Current dishes	Likely basis—verify with chef	Risk / prep fit
Bread	Poori, paratha, naan, kulcha, roti, papadam	Wheat breads except likely lentil papadam; dairy/egg/ghee recipe-dependent	Wheat; possible milk/egg; Low chilled, Moderate frozen separately
Cold sides	Raita, yogurt, salad, pickle, onion/chili, chutney	Serve in separate cold cups	Milk, dressing egg/milk, possible peanuts/tree nuts; Moderate
Lassi / milk drinks	Four lassis and milk-style tea/coffee	Yogurt or milk with fruit/flavorings	Milk; cold-only
Desserts	Kulfi, gulab jamun, kheer	Milk-forward desserts; nuts common; gulab jamun likely milk solids/wheat	Milk, tree nuts, likely wheat; separate/frozen

Major allergen framework: milk, egg, fish, crustacean shellfish, qualifying tree nuts, peanuts, wheat, soy and sesame. [6]

Eight-component production architecture

- House curry base
- Nut-tomato masala base
- Korma base
- Saag base
- Vindaloo base
- Makhani / tikka-masala base
- Dal and channa line
- Biryani base plus tandoori marinade

This architecture supports paired vegetarian and meat SKUs while keeping batch count manageable. Vegetarian and meat production still need separate, clearly labeled utensils, storage and production sequencing. Nut-containing and nut-free recipes require deliberate controls; the business should not claim a nut-free kitchen.

What belongs in meal prep—and what does not

Launch core	Conditional / premium	Same-day add-on only
Dal, channa, aloo gobi, baingan bharta, vegetable masala/korma, paneer in sauce, curries, saag, vindaloo, keema, non-seafood biryani	Tandoori chicken/kebabs with sauce; mushrooms; seafood; cream/coconut sauces after freeze-thaw testing; idli packed separately	Pakoda, samosa, bonda, vada, fish fry, dosa, uttapam, poori, assembled chaat, dressed salad and most fresh breads

3. New meal-prep product line

PROPOSED CUSTOMER-FACING NAME

Maharajah Weekly — Royal Indian Meal Prep. One brand, two separate menus: Vegetarian and Nonvegetarian. Plans differ by weekly quantity, not by lower food quality.

Base product specification

- One 14–18 oz complete meal in a freezer-safe, tamper-evident tray.
- Measured protein-bearing component, vegetables and a controlled serving of basmati rice or two rotis.
- Design target of roughly 400–650 calories for core meals; no calorie or protein claim until each standardized recipe is analyzed.
- One default spice profile at pilot, with a separate hot chutney option; avoid custom batch fragmentation.
- Every label carries full ingredients, major allergens, net quantity, lot code, pack/use-by dates, cold-storage and reheating instructions.
- Fresh 4 + Frozen remainder or two weekly drops; do not market a seven-day refrigerator life without validation.

Three vegetarian tiers

Plan	Meals	Weekly price	Per meal	Promise
5-Day Starter	5	\$59.95	\$11.99	Low-commitment trial; choose any five current-week vegetarian meals
10-Meal Routine	10	\$109.90	\$10.99	Best-value anchor; free first local delivery or pickup
15-Meal Complete	15	\$157.35	\$10.49	Highest-volume plan; split delivery or frozen remainder required

Vegetarian four-week launch rotation

Week	Core choices	Premium choices / upgrades
1	Dal Curry; Channa Masala; Aloo Gobi; Channa Saag; Vegetable Biryani	Saag Paneer +\$1; Paneer Tikka Masala +\$1
2	Dal Makhani; Baingan Bharta; Vegetable Masala; Aloo Matar; Vegetable Korma	Matar Paneer +\$1; Paneer Tikka Dry +\$1
3	Dal Curry; Channa Saag; Mushroom Masala; Aloo Saag; Vegetable Biryani	Paneer Tikka Masala +\$1; Saag Paneer +\$1
4	Channa Masala; Aloo Gobi; Potato Curry; Baingan Bharta; Vegetable Korma	Tandoori Paneer Power portion + \$3.49; paneer add-on +\$1

Vegan-style recipes may be possible for selected dal, channa, aloo gobi and baingan dishes only after ghee, cream, yogurt, nut, supplier and cross-contact review. “Vegetarian” must never be used as a substitute for vegan or allergen-safe.

Three nonvegetarian tiers

Plan	Meals	Weekly price	Per meal	Promise
5-Day Starter	5	\$69.95	\$13.99	Low-commitment trial; standard chicken/beef choices
10-Meal Routine	10	\$129.90	\$12.99	Best-value anchor; free first local delivery or pickup
15-Meal Complete	15	\$187.35	\$12.49	Highest-volume plan; split delivery or frozen remainder required

Nonvegetarian four-week launch rotation

Week	Core choices	Premium choices / upgrades
1	Chicken Curry; Chicken Masala; Chicken Saag; Chicken Biryani; Tandoori Chicken	Lamb Curry +\$3; Shrimp Masala +\$2
2	Chicken Korma; Butter Chicken; Chicken Vindaloo; Chicken Keema; Hyderabad Chicken Biryani	Beef Korma +\$1; Fish Masala +\$2
3	Chicken Tikka Masala; Chicken Curry; Chicken Tikka Dry; Beef Curry; Beef Keema	Lamb Saag +\$3; Tandoori Shrimp + \$2
4	Chicken Saag; Chicken Masala; Chicken Shish Kabob; Chicken Biryani; Beef Vindaloo	Lamb Korma +\$3; Fish Vindaloo +\$2

Add-ons and margin protection

Add-on	Price	Reason
Paneer premium	+\$1.00	Protects dairy/ingredient cost
High-protein 7 oz chicken or paneer portion	+\$3.49	Matches local premium-protein upgrade logic
Cauliflower rice or specialty biryani	+\$1.00	Covers added ingredient and prep cost
Shrimp or fish	+\$2.00	Short-dated premium protein
Lamb or goat	+\$3.00	Avoids diluting standard meat margin
Two rotis or one naan	+\$2.49	Packed separately; freezer/reheat instructions
Raita or chutney cup	+\$1.00–\$1.50	Separate cold component; allergen-labeled

4. Fusion expansion strategy

RECOMMENDATION: INDO-MEX STORY, CALIFORNIA BOWL SYSTEM

Launch a tightly controlled Maharajah Masala Street pilot: two rotating Indian-Mexican bowls inside the existing 12-SKU meal-prep lineup, plus no more than two same-day street-food items after bowl execution is stable. Keep Indian recipes as the production engine. Use familiar California bowl, taco and burrito formats as the customer-facing layer. Do not build a second Mexican kitchen or a full Mediterranean line.

What the local market suggests

Colton signal	Current measure	Commercial implication—not proof of demand
Population	53,383	Large enough for a neighborhood pilot; route economics still depend on repeat customers and dense drops
Hispanic or Latino	75.2%	Tacos, burritos, bowls and family packs are familiar formats; paid testing must determine whether customers want an Indian interpretation
Language other than English at home	55.2%	Use professionally proofread English/Spanish menu descriptions and ordering instructions
Persons per household	3.16	Family kits and multi-meal bundles fit local household structure
Median household income / poverty	\$71,208 / 13.7%	Keep core individual items around \$12.49–\$15.49 and reserve lamb, goat and avocado for surcharges
Mean commute	27.5 minutes	Reheatable bowls, grab-and-go pickup and workplace drops solve a plausible convenience need
Health-sector demand node	>4,000 ARMC employees	ARMC/CUSM create a nearby audience for tastings, subscriptions and consolidated workplace delivery

Census values are the latest displayed 2020–2024 ACS/2025 estimate data. Demographic identity must not be treated as preference; it identifies a testable format hypothesis only. ARMC staffing and CUSM class information come from institutional sources. [26][43][44]

Competitive white space and price anchors

Observed set	Current signal	Meaning for Maharajah
Conventional Mexican in Colton	El Rey classic burrito \$11.99; veggie burrito \$10.99; local tacos generally start near \$3	Proven familiarity but dense competition and a low commodity-taco price anchor; do not imitate a taqueria
Indo-Mex	No clearly branded operator surfaced in the Colton/San Bernardino/Riverside direct-menu review	A plausible white space, not proof; Appu's and Saucy Chick show that Southern California customers understand the combination
Mediterranean in Colton	Chick-N-Falafel already markets shawarma/falafel bowls, wraps, vegan options, delivery and catering	A capable Maharajah version would overlap an existing same-city position
Regional Mediterranean	Baladi bowls \$13.95; Luna Grill bowls \$17.29–\$18.79	Better premium price corridor than conventional Mexican, but weaker differentiation and more cold-component complexity

Direct/public menus checked August 8, 2026; public discovery is not exhaustive and prices can change. [45]–[51]

Concept scorecard

The decision model weights audience fit 25%, competitive white space 20%, ingredient reuse 20%, meal-prep durability 15%, and price/margin plus launch simplicity 20%. Scores are structured operating judgment based on public evidence—not measured demand.

Concept	Audience 25	White space 20	Reuse 20	Prep fit 15	Price + simplicity 20	Total 100
Indian–Mexican, bowl-first	25.0	18.0	18.0	13.5	18.0	92.5
Indian–California wellness bowls	20.0	14.0	20.0	15.0	17.0	86.0
Indian–Mediterranean	17.5	10.0	20.0	12.0	18.0	77.5
Indian pizza / wings	20.0	10.0	12.0	7.5	12.0	61.5

HOW TO READ THE WINNER

The permanent operating chassis is an Indian-California portion-controlled bowl: stable, measurable and efficient. The more distinctive customer-facing story is Indian-Mexican. Combining those two ideas produces the strongest balance of local relevance, reheating quality and kitchen reuse.

Build a sub-line, not a second restaurant

Layer	Customer promise	Operating rule
Parent brand	Maharajah quality and Indian culinary credibility	Traditional Indian menu remains intact; fusion is clearly labeled as a separate sub-menu
Sub-line	Maharajah Masala Street — Indian flavor in familiar California street-bowl formats	Two rotating weekly meal-prep slots replace two standard slots; never exceed 12 total weekly meal-prep SKUs during the test
Meal-prep format	Portion-controlled bowls with hot and cold components separated	Four hot fillings maximum, one basmati base, one cold garnish kit and two finishing sauces
Restaurant halo	Fresh tacos, one burrito and eventually a family kit	Same components as bowls; launch only after bowl accuracy, speed and cold holding are stable

Recommended four-bowl expansion menu

Product	Type	Composition	Pickup	Meal-plan treatment
Channa Masala Street Bowl	Veg	Channa, basmati, roasted corn, cabbage, tomato-onion-cilantro relish, lime and chutney	\$12.99	+\$1 fusion test
Paneer Tikka Fajita Bowl	Veg	Paneer tikka, peppers/onions, basmati, corn, relish and mint-lime yogurt	\$14.49	+\$1 paneer premium
Tandoori Chicken Street Bowl	Meat	Tandoori chicken, peppers/onions, basmati, cabbage, corn, relish and chutney	\$14.99	+\$1 fusion test
Chicken Keema Masala Bowl	Meat	Chicken keema, basmati, cabbage, tomato relish and controlled spicy-tomato chutney	\$14.99	+\$1 fusion test

Do not create a seventh subscription price card. The existing 5/10/15 vegetarian and nonvegetarian tiers remain the base; use the temporary fusion/paneer surcharge until recipe costs prove that inclusion still delivers at least \$4.25 contribution per fusion meal.

Restaurant-only halo products

Item	Target direct price	Channel rule
Three paneer tikka street tacos	\$13.49–\$13.99	Fresh restaurant/pickup only; corn tortillas and cold garnish packed separately for delivery
Three tandoori chicken street tacos	\$14.49	Fresh restaurant/pickup only; do not compare with commodity \$3 tacos
Tandoori chicken masala burrito	\$15.49	Same-day only; use dry protein and a controlled sauce portion
Deconstructed family taco kit	\$49.99 veg / \$54.99 chicken	Add only after yields and assembly time are verified; designed for approximately four to six
Separate tortilla pack	\$1.49	Optional with meal-prep bowls so the customer assembles at home
Guacamole cup	+\$1.50–\$2.00	Optional phase-two add-on; never embedded in the base cost

Assembled tacos, wet burritos, nachos and fried shells are not multi-day meal-prep products. Tortillas, slaw, raita and salsa should travel separately. “Vegan” and “gluten-free” claims require recipe, supplier and cross-contact verification.

Ingredient and equipment crosswalk

Existing Maharajah component	Fusion use	Net-new need / control
Tandoori chicken / chicken tikka dry	Bowls, tacos and burrito	Purchased tortillas, cabbage, corn and lime; dry protein protects holding quality
Paneer tikka / paneer tikka dry	Vegetarian bowl and tacos	Same garnish system; verify milk and any cashew/tree-nut sub-ingredients
Chicken keema	Stable reheatable bowl filling	Portion oil and sauce; no new hot process
Channa masala	Vegetarian protein and bean role	Avoid adding black/pinto beans during the first test
Basmati rice	Universal bowl/burrito base	Finish with existing cilantro plus lime; do not add a second Mexican rice
Onion, tomato, cilantro, peppers	Relish and fajita-style vegetables	Add lime and jalapeño; do not claim Mexican authenticity
Mint chutney, spicy tomato chutney, raita	Green finish, masala roja and crema	Two sauces maximum; cold dairy in a separate labeled cup
Tandoor, ranges, rice production and cold prep	All hot/cold production	Audit spare capacity; add small cold pans, scoops, scales and a tortilla warmer only if approved

Opening-inventory discipline

Start with approximately six core additions: six-inch corn tortillas, twelve-inch flour tortillas, shredded cabbage, frozen/canned corn, limes and jalapeños. Chipotle may be a seventh shelf-stable test. Every new ingredient must serve at least two SKUs. Do not launch with black beans, Mexican rice, guacamole,

cotija, fries, chips or several bottled sauces; channa, paneer, yogurt and Maharajah chutneys already perform those flavor/texture roles.

Why Mediterranean is the runner-up

Decision factor	Indian-Mexican	Indian-Mediterranean
Local customer cue	Highest: familiar bowl/taco/burrito architecture	Moderate: healthful bowl cue, but a same-city operator already owns the position
Core overlap	Rice, channa, paneer, chicken, keema, vegetables, yogurt, chutneys	Rice, chickpeas, tandoori meats, kebabs, paneer, cucumber, tomato and yogurt
Likely new inventory	Tortillas, cabbage, corn, lime, jalapeño	Tahini, pita, feta, olives, olive oil, parsley and seasoning blends
Allergen/holding burden	Wheat/milk already present; cold garnish separated	Tahini adds sesame control; pita/fresh salad need separation and shorten quality window
Observed price corridor	Colton conventional burritos about \$10.99–\$13.50	Regional bowls about \$13.95–\$18.79
Central modeled contribution	\$4.55/meal at \$13.30 realized price	\$4.20/meal at \$13.80 realized price
Recommended role	First fusion pilot	One matched-price control, then seasonal LTO if it performs

Public restaurant evidence and assumption-based operating model. Mediterranean prices reflect Baladi and Luna Grill; Tikka shows that a Mediterranean-Indian regional position already exists. [47]–[52]

The fair Mediterranean control

ONE ITEM, SAME EXPOSURE

Test a \$14.49 Tandoori Chicken Mezze Bowl against the best Indo-Mex bowl: basmati, tandoori chicken, cucumber-tomato-onion salad, raita and a spiced channa dip. Avoid the word “shawarma” unless the process is actually shawarma. If tahini is introduced, sesame becomes an additional major-allergen control. If the control beats the Indo-Mex leader's 30-day repeat rate by at least 10 percentage points, reconsider the sequence.

Other expansion ideas

Idea	Role	Why / constraint
Indian-California wellness bowls	Use now as the operating chassis	Best meal-prep durability and ingredient reuse; nutrition/macronutrient claims wait for recipe analysis
Deconstructed family taco kits	Phase two	Strong fit with 3.16-person households; attractive route/order value, but portion and cold-kit assembly must be proven
Indo-Chinese bowls	Later limited test	Potential demand, but soy/sesame, wok sauces and crisp textures add allergens and weaken multi-day quality
Indian pizza / wings	Do not prioritize	Adds dough, cheese, boxes, equipment and a different production system; regional Indian-pizza competition already exists
Fried chaat / nacho mashups	Same-day special only	Social-media appeal, but sogginess, fryer load and component count are poor meal-prep economics

Appu's, Saucy Chick and Indian Fusion Pizza are category precedents, not direct evidence of Colton demand. [50][51][53]

Fusion economics and capital discipline

Fusion is not a margin windfall. Its business purpose is to attract net-new customers, raise order size or improve retention. The ranges below extend the proposal's original labor, packaging, direct-channel and 40% vegetarian / 60% meat assumptions; they remain planning estimates until recipes, yields and invoices are validated.

Per meal	Existing line	Indian-Mexican	Indian-Mediterranean	Indian-California
Target realized price	\$12.30	\$13.00-\$13.75	\$13.50-\$14.25	\$12.60-\$13.20
Ingredient cost	\$3.45	\$3.55-\$4.05	\$3.85-\$4.65	\$3.35-\$3.80
Direct production labor	\$2.75	\$2.90-\$3.10	\$3.05-\$3.30	\$2.75-\$2.95
Packaging	\$0.85	\$0.85-\$1.00	\$0.95-\$1.15	\$0.85-\$0.95
Total variable cost	\$8.21	\$8.45-\$9.15	\$9.05-\$10.15	\$8.20-\$8.80
Central contribution	\$4.09	\$4.55	\$4.20	\$4.35
Central margin	33.3%	34.2%	30.4%	34.0%

Incremental fusion pilot budget

Use	Planning allowance
Recipe development, yield testing and costing	\$750-\$1,500
Allergen review, labels and nutrition consultation	\$400-\$1,000
Staff training and paid test batches	\$500-\$1,200
Cold pans, portion tools and tortilla handling	\$400-\$1,200
Packaging samples and opening inventory	\$400-\$1,000
Photography, bilingual ordering-page work and launch marketing	\$800-\$2,000
Contingency	\$500-\$1,100
Total incremental Indo-Mex test	\$3,000-\$8,000

CAPITAL RULE

Carve this amount from the existing \$30,000 pilot authorization; do not add it automatically. If the line needs structural work, new hooded equipment, a dedicated reach-in or material electrical changes, stop, obtain written County direction and re-underwrite the budget.

Incremental break-even and cannibalization

Illustration	Indian-Mexican	Indian-Mediterranean	Indian-California
Illustrative monthly module expense	\$500	\$800	\$300
New meals/week to cover module expense	26	44	16
Net monthly contribution at 75 new meals/week	\$978	\$564	\$1,113
Midpoint startup payback at 75 new meals/week	5.6 months	15.1 months	3.6 months

Cannibalization warning: at 75 fusion meals per week, a central Indo-Mex case that merely replaces ordinary Maharajah meals loses roughly \$350 per month after the added module expense. Track net-new customers, order expansion and cohort retention—not fusion unit sales alone.

Eight-week fusion validation

1. Co-develop four recipes with an experienced local Mexican cook or consultant; use Spanish proofreading and describe the result as Indo-Mex, not “authentic Mexican.”
2. Run a 40–60-person paid or controlled tasting across current Maharajah customers, nearby Latino households, ARMC/CUSM staff and existing meal-prep buyers.
3. Weeks 1–4: replace two existing weekly choices with one vegetarian and one chicken fusion bowl; produce 25–40 prepaid portions of each, or 50–80 fusion meals per week.
4. Give one Mediterranean control bowl the same price, photo quality, email placement and availability. Compare repeat purchase, not social-media likes.
5. Weeks 5–8: retain only the two best bowls; add at most one taco and one burrito on limited restaurant days if bowl accuracy and production speed are stable.
6. Track fusion orders, first-time customers, substitutions from ordinary meals, assembly seconds, new-inventory waste, ratings, complaints and 30-day reorder by SKU in the POS.

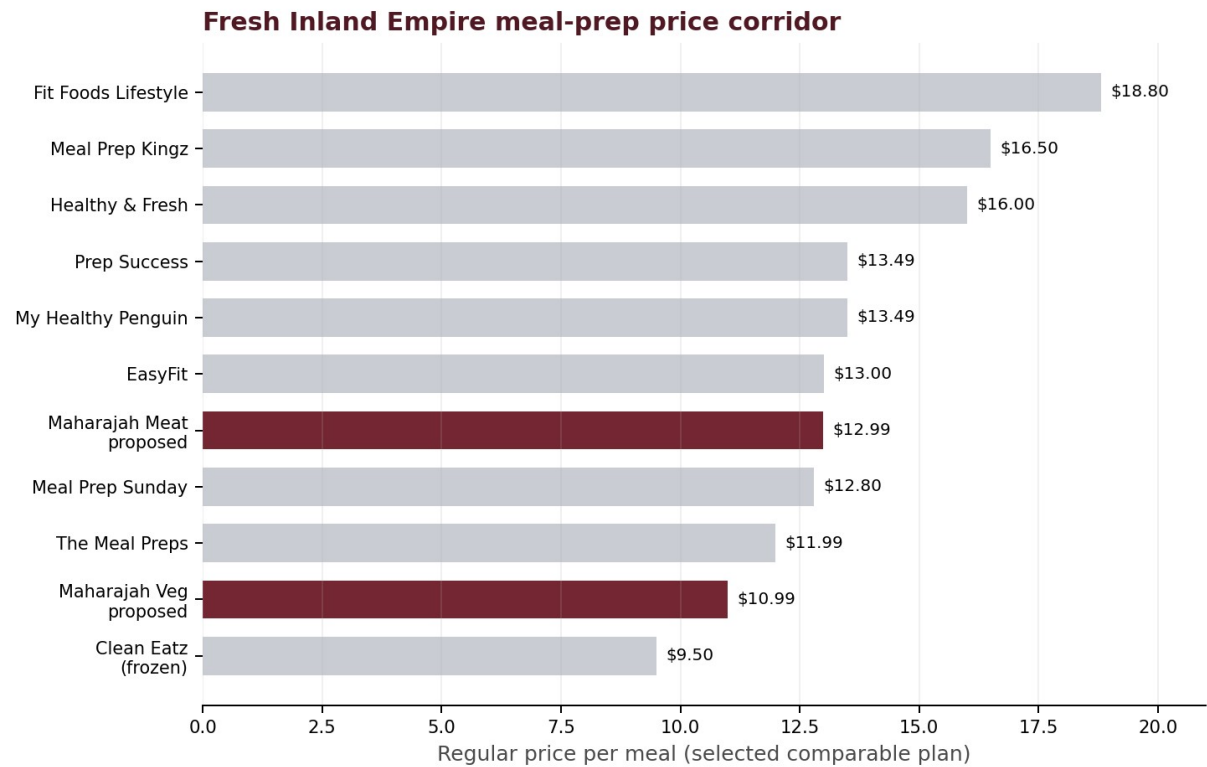
Advance / revise / stop gates

Metric	Required result
Paid evidence	At least 250 fusion meals and 25–30 demonstrably net-new meals per week
Economics	At least \$4.25 contribution per fusion meal; absolute stop below the proposal-wide \$3.50 floor
Repeat	At least 50% fusion-specific reorder and at least 60% overall eight-week retention
Labor	No more than one additional assembly minute and fewer than eight total production minutes per meal
Waste / quality	New-SKU waste below 4%; average flavor score at least 4.3/5; complaints/refunds below 1%
Channel / safety	At least 85% direct orders; 100% label accuracy; zero allergen or temperature-control failures
Scale trigger	100 fusion meals/week for four consecutive weeks, including at least 30 net-new meals, before adding more SKUs
Mediterranean trigger	Only reconsider as the lead if its matched control produces a repeat rate at least 10 percentage points higher

The practical launch decision is therefore narrow: two Indo-Mex bowls inside the existing system, not a simultaneous rollout of competing cuisines. Expand only when paid repeat behavior validates the local-market thesis.

5. Market and pricing analysis

Fresh Inland Empire meal-prep pricing currently spans roughly \$10.99–\$20 per meal, with the main competitive cluster around \$12.79–\$15.99. High-protein plans with 6–8 oz protein often reach \$16–\$20. Frozen national meals create an \$8.50–\$10.50 value floor, while nearby Indian restaurant combos cluster around \$11–\$16. The proposed 10-meal anchors—\$10.99 vegetarian and \$12.99 nonvegetarian—sit below most fresh local services but above the frozen floor.



Selected regular-price comparators, researched August 8, 2026. Promotions excluded. Package size, protein weight, delivery and format vary. [8]–[16]

Comparator	Observed regular price / meal	Context
EasyFit Meals	\$14.00 / \$13.00 / \$12.33 / \$11.75	5/10/15/20 meals; fresh; protein upgrade +\$4
My Healthy Penguin	\$13.99 / \$13.49 / \$13.29 / \$12.79	5/10/12/20 standard meals; fresh IE delivery
Prep Success	\$14.99 one-time; \$13.49 subscription	Riverside/IE; high-protein positioning
Meal Prep Sunday	\$12.92 / \$12.80 / \$12.70	5/10/15 meals; free weekly delivery advertised
Meal Prep Kingz	\$17.00 / \$16.50 / \$16.00 / \$15.50	5/10/15/20; six-ounce protein
Fit Foods Lifestyle	\$18.80	10-meal 6 oz plan; Redlands premium
Healthy & Fresh Fit	\$16.00 / \$15.00 / \$14.75	10/15/20; fresh IE delivery
The Meal Preps	\$14.99 / \$12.99 / \$11.99 / \$10.99	5/8/12/16; \$9.99 delivery

Comparator	Observed regular price / meal	Context
Clean Eatz	\$8.50–\$10.50	Frozen national value floor
Nearby Indian combos	\$11–\$16	Namaste, Naan Cafe and comparable restaurant substitutes
Fresh Indian subscriptions	\$11.43–\$16 typical observed range	MyTiffinExpress, Sukhmani and other nonlocal comparators

Prices can change and may exclude tax, shipping, delivery, protein upgrades or promotional discounts. Re-shop the set immediately before launch. [8]–[25]

Why these prices are competitive

- They create a visible saving against Maharajah's current \$13–\$17.68 curry/biryani entrée range while preserving restaurant value perception. [2]
- They undercut most fresh local plans without attempting to match lower-cost frozen products.
- They separate vegetarian and meat economics and protect lamb/seafood with surcharges.
- The three-tier discount is easy to understand: the same quality, lower price per meal at 10 and 15 meals.
- A fallback card is available if cost cards fail: vegetarian \$12.49/\$11.49/\$10.99 and nonvegetarian \$14.49/\$13.49/\$12.99 at 5/10/15 meals.

Delivery policy

Channel	Recommended price	Rule
Restaurant pickup	Free	Default pilot channel
Core local route, about 8–10 miles	\$6.99	First drop free on 10+ meals or \$100+; preserve route density
Extended route, about 10–18 miles	\$9.99	ZIP/day restricted; no one-off long routes
Optional second weekly drop	\$6.99 core / \$9.99 extended	Supports refrigerated freshness for 10/15-meal plans
Employer/clinic drop	Free at 20+ meals to one site	One invoice or prepaid individual orders
Marketplace	Separate higher price	Avoid for subscriptions; commission is not in base pricing

Demand case

Colton, San Bernardino, Riverside and Redlands together had more than 670,000 residents in the Census Bureau's 2025 estimates, but that is not the serviceable market: drive time, route density, income, diet and purchase frequency narrow it substantially. [26]–[29] The practical proof point is smaller. Fifty customers averaging ten meals equal 500 meals per week; 70 such customers equal the base exit rate of 700. A mix of household subscriptions and two or three employer/healthcare drops can reach that scale without mass-market penetration.

6. Unit economics and profit potential

The model below uses the proposed price card, an assumed 40% vegetarian / 60% meat mix, production labor of about 6.9 minutes per meal at a loaded \$24/hour, and a small net delivery subsidy. It is deliberately more conservative than a food-cost-only restaurant margin because it charges paid batch labor directly to each meal.

Per meal	Vegetarian	Meat	Blended
Realized price	\$11.10	\$13.10	\$12.30
Ingredients	\$2.55	\$4.05	\$3.45
Tray, lid, label, bag	\$0.85	\$0.85	\$0.85
Direct production labor	\$2.75	\$2.75	\$2.75
Card processing	\$0.36	\$0.43	\$0.40
Waste/refunds, 2.5%	\$0.28	\$0.33	\$0.31
Utilities/sanitation	\$0.20	\$0.20	\$0.20
Net delivery subsidy	\$0.25	\$0.25	\$0.25
Total variable cost	\$7.24	\$8.86	\$8.21
Contribution per meal	\$3.86	\$4.24	\$4.09
Contribution margin	34.8%	32.4%	33.3%

MARGIN INTERPRETATION

Before direct production labor, the blended product margin is about 55.7%; after paid batch labor, contribution is about 33.3%. The proposal should not advertise a 45% all-in variable contribution unless actual recipe, labor and delivery data prove it.

Break-even

Weekly break-even = monthly fixed cost ÷ (contribution per meal × 4.33).

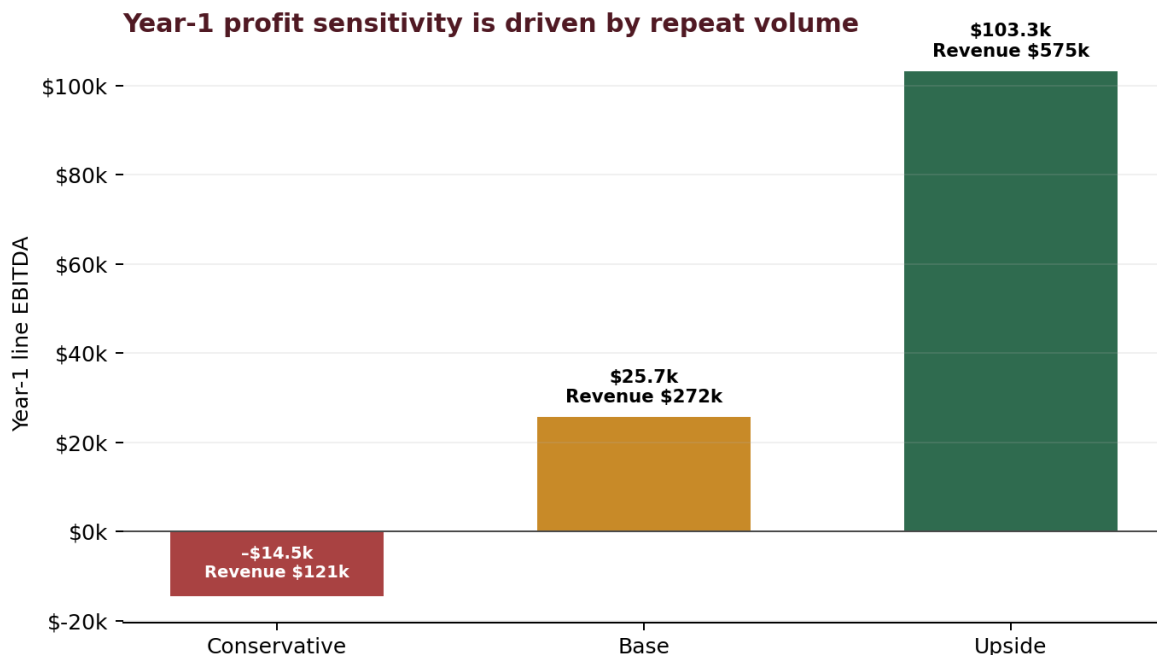
Scale	Monthly fixed cost	Contribution / meal	Break-even
Lean pilot	\$4,250	\$3.70	265 meals/week
Standard	\$5,650	\$4.09	319 meals/week
Growth	\$12,000	\$4.65	596 meals/week

At standard economics, 500 meals/week yields about \$3,200 monthly line EBITDA; 700 yields about \$6,750; 900 yields about \$10,300.

Year-1 scenarios

Scenario	Weekly ramp	Meals	Revenue	Line EBITDA	Margin
Conservative	80 → 300	9,872	\$121,431	-\$14,472	-11.9%

Scenario	Weekly ramp	Meals	Revenue	Line EBITDA	Margin
Base	150 → 700	22,083	\$271,621	\$25,706	9.5%
Upside	200 → 1,700	46,764	\$575,197	\$103,272	18.0%



Line EBITDA excludes depreciation, interest, income tax, startup capital and owner distributions. Scenario assumptions are planning estimates.

Sensitivity warnings

- Every \$1 price reduction lowers contribution by \$1.
- Every extra production minute at \$24/hour costs \$0.40 per meal; two extra minutes move standard break-even from about 319 to about 397 meals/week.
- A 10% ingredient-cost shock costs roughly \$0.35 per meal.
- A \$12 free-delivery cost on a ten-meal order is \$1.20 per meal, nearly \$1 more than the modeled subsidy.
- A 25% marketplace commission is about \$3.08 on a \$12.30 meal and consumes most contribution.

7. Startup investment and capital release

Use of funds	Lean pilot	Standard launch	Growth buildout
Permits, process/menu review, labeling advice	\$1.5k-\$4k	\$3k-\$8k	\$8k-\$20k
Cooling, refrigeration and logging	\$3k-\$8k	\$20k-\$45k	\$30k-\$75k
Sealing, labeling, racks, scales, smallwares	\$2k-\$5k	\$6k-\$15k	\$25k-\$60k
Dedicated buildout	—	As needed	\$40k-\$100k
Delivery equipment / vehicle	Insulated totes	Mostly outsourced	\$20k-\$70k
E-commerce, POS, photography, brand	\$1k-\$3k	\$3k-\$10k	\$10k-\$25k
Opening inventory and packaging	\$1.5k-\$3k	\$3k-\$7k	\$8k-\$15k

Use of funds	Lean pilot	Standard launch	Growth buildout
Launch marketing	\$2k-\$5k	\$6k-\$15k	\$20k-\$50k
Working capital and contingency	\$5k-\$9k	\$9k-\$20k	\$35k-\$85k
Total	\$16k-\$37k	\$50k-\$120k	\$200k-\$500k

Planning ranges, not vendor quotes. Standard and growth totals are cumulative business cases, not immediate spending recommendations.

Recommended release schedule

1. Pilot authorization — up to \$30,000. County consultation, recipe/label system, cooling test, smallwares, packaging, ordering page, opening inventory, modest marketing and working capital.
2. Conditional standard capital — only after four consecutive weeks above 300 meals, zero cooling/delivery temperature failures, $\geq 60\%$ eight-week retention and $\geq \$3.50$ contribution per meal.
3. Growth capital — only after sustained 900+ meals/week, demonstrated kitchen congestion or wholesale/B2B contracts that justify dedicated space and equipment.

At the base month-12 rate of 700 meals/week, annualized line EBITDA is approximately \$81,000. A standard midpoint investment around \$80,000–\$85,000 may achieve simple payback in roughly 20–24 months from launch if the exit run rate and retention continue. This is not a guaranteed return.

8. Regulatory, safety and labeling plan

GET A WRITTEN COUNTY ROUTE DETERMINATION

San Bernardino County states that plans are required when the operation type or menu changes. Do not assume the existing restaurant permit automatically covers prepacked subscriptions, cold-route delivery, wholesale placement or reduced-oxygen packaging. [30]–[34]

Likely regulatory route

Sales route	Likely treatment	Action
Pickup by end customer	Retail food operation	County approval of menu, process, cold storage, packaging and labels under existing permit
Maharajah delivery to end customer	Retail + transport controls	Add delivery/cold-chain SOP and route logs
Third-party delivery	Retail + delivery rules	Tamper-evident closure before handoff
Gyms, stores or other resellers	Likely wholesale	County wholesale permit + CDPH PFR may apply
Vacuum/MAP/cook-chill	Specialized process	County-approved HACCP plan may be required
Interstate shipping	Expanded processing/distribution	Separate federal, state, carrier and label analysis

The June 30, 2026 County fee schedule lists Public Eating Place plan-change fees of \$885/\$961/\$1,002 by facility size, with separate fees for remodels, annual permits and consultation. Exact classification belongs to EHS. [31]

Cooling and cold-chain controls

- Cool cooked TCS food from 135°F to 70°F within two hours and to 41°F within a total of six hours. [41]
- Use shallow pans, small batch depth, cooling wands/ice baths and verified rapid-cooling or walk-in capacity.
- Log cook temperature, two cooling checkpoints, packaging temperature, cooler temperature, dispatch temperature and delivery exceptions by lot.
- Operate to 41°F maximum cold holding, with a target dispatch temperature of 38–40°F.
- Use calibrated probes and route data-loggers during validation.
- Use conventional sealed trays during pilot; do not use vacuum or modified-atmosphere packaging until the County approves the process.

Shelf-life policy

USDA consumer guidance recommends using cooked refrigerated leftovers within three to four days. [7] The safest launch promise is therefore Fresh 4 + Frozen remainder or a second weekly drop. Seafood should be short-dated or frozen. Day-1/day-3/day-4 and freeze-thaw sensory tests are required for each recipe family.

Label minimum

- Common/descriptive product name.
- Ingredients in descending order by weight, including sub-ingredients.
- Major allergen declaration; never rely on “may contain” instead of controls.
- Accurate net quantity and business name/place.
- Lot/batch code, packed date and USE by date.
- Perishable—keep refrigerated; freeze/thaw/reheat instructions; reheat to 165°F.
- Nutrition Facts and macro claims only after the applicable exemption/requirement is confirmed and recipes are analyzed.

Since July 1, 2026, California date-label language for newly manufactured food uses BEST if Used by for quality or USE by for safety; consumer-facing sell-by language is prohibited. [35][36]

Sales tax and POS

Hot prepared food is generally taxable; cold food sold to go can be nontaxable, but the restaurant 80/80 rule and separate-accounting election matter. Create distinct POS keys for cold meal-prep pickup, cold

delivery, hot restaurant food, taxable add-ons and nontaxable items, then obtain written CDTFA guidance. Colton's combined rate was 8.75% as of July 1, 2026; destination rules can differ. [37][38][42]

9. Operating model

Capacity and staffing

Stage	Practical capacity	Pattern	Incremental team
Lean	150–300/week	One production/pack day	Existing lead allocation; 1 prep/packer; 4–8 coordinator hours
Standard	400–900/week	Two production days; dedicated cooling/pack window	0.5–0.75 lead-cook FTE; 1.5–2 prep/pack FTE; 0.25 QA/coordinator
Growth	1,200–2,000/week	Three to four production days	Production manager; 2 cooks; 3–4 prep/pack; QA/inventory/customer support

Sample weekly workflow

Timing	Control
Thursday 8 p.m.	Order cutoff; payment captured; production count frozen
Friday	Procurement, receiving, supplier-label capture and batch sheets
Lowest-volume restaurant window	Prep and cook; choose day from POS hourly sales, not assumption
Same day	Rapid cooling with logged checkpoints; packaging only at approved temperature
Monday/Tuesday	Pickup and dense core delivery route
Thursday optional	Second production/drop for 10/15-meal customers who do not want frozen remainder
Following day	Waste, temperature, complaint, labor-minute and contribution reconciliation

Operational KPIs

Metric	Pilot gate
Contribution after paid production labor	≥\$3.50 per meal
Ingredient cost	≤28% blended
Packaging	≤7%
Waste/refunds	<4% pilot; <3% mature
Eight-week reorder/retention	≥60%
Direct-order share	≥85%
On-time fulfillment	≥95%
Label accuracy	100%
Cooling/delivery temperature failures	Zero
Customer complaint rate	<1%

10. Go-to-market plan

Priority customers

- Current Maharajah customers and rewards members: lowest-cost first buyers.
- Busy healthcare workers in the Loma Linda, Colton and San Bernardino corridors.
- University faculty, staff and graduate students.
- Vegetarian and Indian households wanting weekday convenience without generic fitness food.
- Gym/fitness customers who value measured portions—but only after recipes/macros are validated.
- Small employers, clinics and dental/medical offices that can support a dense weekly drop.

Eight-week beta

1. Recruit 40–60 households from rewards, catering and direct-order contacts; cap the first production run.
2. Offer a five-meal sampler at no more than 15% off. Avoid extreme first-box discounts.
3. Use weekly ordering with optional auto-renew; make skipping and cancellation simple.
4. Collect a one-minute post-meal score: flavor, portion, spice, reheating, packaging and reorder intent.
5. Run referral credit only after the referring customer's second paid order.
6. Publish menu, ingredients, allergens, pack/use-by date and reheating information before checkout.

Channel economics

The direct website/app should be the subscription system of record. Third-party apps can be used for discovery or one-time trial at a separately marked-up price, but not as the economic foundation. Employer drops are attractive because 20–50 meals can be delivered to one location with one cold-chain event.

11. 90-day implementation roadmap

Window	Objective	Deliverables
Days 1–14	Permission and truth	County preliminary consultation; tax/insurance review; recipe inventory; resolve digital-menu errors; cooling-load test plan
Days 15–30	Build the operating system	12 standardized SKUs; recipe yields/costs; allergen matrix; labels; trays; lot logs; packaging/reheating tests; four fusion bench recipes
Days 31–45	Pre-sell	Paid bilingual fusion tasting; photos/order page; rewards/email/SMS campaign; recruit beta households; schedule route; staff drills
Days 46–75	Controlled beta	150–250 meals/week; pickup + one route; weekly P&L and safety review; freeze-thaw testing
Days 76–90	Gate decision	Scale, reprice, simplify or pause based on contribution, retention, safety, labor minutes and restaurant impact

Go / revise / stop rules

Decision	Trigger
GO to standard launch	Four weeks >300 meals; ≥\$3.50 contribution; ≥60% retention; zero temperature failures; ≥95% on-time; no material restaurant harm
REVISE and retest	Demand exists but contribution is <\$3.50, labor exceeds 8 minutes/meal, waste >4%, or price/package conversion is weak
STOP / remain pilot-only	Temperature failure, labeling unreliability, persistent restaurant disruption, <40% retention, or inability to approach 250 meals/week

12. Key risks and mitigations

Risk	Early warning	Mitigation
Unsafe cooling	Rice/curry misses logged time-temperature target	Smaller batches; shallow pans; blast chiller; stop production until corrected
Margin erosion	Labor >8 min/meal; ingredient >28%; delivery >10%	Reduce SKUs; surcharge premium proteins; reprice; dense routes
Low retention	Eight-week reorder <60%	Improve rotation, portion, spice and quality before increasing marketing
Allergen/label error	Ingredient changes not reflected on label	Supplier-label control, locked recipes, dual-check print/pack process
Restaurant cannibalization	Peak ticket times/overtime worsen	Separate production windows, dedicated labor/cold storage, capacity cap
Shelf-life complaints	Texture declines after day 3–4	Fresh 4 + Frozen remainder; split delivery; remove weak dishes
Menu confusion	Support contacts about duplicate names/prices	Clean current digital menu before new storefront
Fusion brand dilution	Customers cannot tell traditional from fusion items	Separate Masala Street sub-menu; keep Indian recipes and parent-brand attribution explicit
Cultural credibility	Feedback describes the line as gimmicky or inauthentic	Co-develop with Mexican culinary talent; Spanish proofread; say Indo-Mex, not authentic Mexican
Fusion cannibalization	Fusion units rise but new customers/order size do not	Track cohorts and substitutions; require 25–30 net-new meals/week before scale
Fusion menu bloat	More than four fillings/eight additions or assembly >1 minute	Two weekly slots, shared garnish system and automatic SKU pruning
Capital overreach	Equipment purchased before demand proof	Milestone-based release; rent/lease where sensible; preserve cash reserve

13. Final recommendation

THE INVESTABLE VERSION

A prepaid, direct-to-consumer, pickup-plus-dense-route beta with six vegetarian and six nonvegetarian choices per week; three quantity tiers; premium-protein surcharges; validated cooling and labels; and no wholesale or reduced-oxygen packaging. Within the 12 weekly slots, test one vegetarian and one chicken Indo-Mex bowl. Fund \$30,000 now, not \$120,000; carve the fusion test from that cap.

The proposal is a cautious “yes.” Maharajah's existing brand, menu breadth and batchable sauces create a credible product advantage. The financial model is not robust at low volume: the conservative case loses money, and the base case only becomes attractive after repeat volume clears roughly 300–320 meals per week. Fusion is strategically useful only if it brings net-new customers, larger orders or better retention; replacing ordinary meal sales with slightly higher-cost fusion does not create value. The business should prove volume, quality and food safety before committing to standard-scale refrigeration, sealing, delivery or dedicated space.

The decisive next action is not a broad menu launch. It is a two-hour working session with the owner, chef, County EHS and the last 90 days of POS/labor data to validate kitchen capacity, low-volume production windows, recipe costs, cooling and the 12 launch SKUs—then a paid, bilingual fusion tasting with an experienced Mexican culinary collaborator. Once that truth set exists, the beta can be on sale in approximately 45 days.

Appendix A. Complete current public menu audit

All names and prices below were retrieved from Maharajah's official direct-order menu on August 8, 2026. Audit notes paraphrase public descriptions and add meal-prep/reconciliation observations. The official page has 135 non-Popular rows across 16 categories; apparent counts and duplicates are retained rather than silently corrected. [2]

Appetizers

Menu item	Direct price	Audit / meal-prep note
Potato Pakoda	\$6.24	Fried potato; poor chilled fit
Onion Pakoda	\$7.28	Fried onion; poor chilled fit
Chili Pakoda	\$8.32	Fried chili; spicy; poor chilled fit
Chicken Pakoda	\$9.36	Fried chicken; poor chilled fit
Cheese Pakoda	\$8.32	Milk; fried
Spinach Pakodas	\$8.32	Spinach + gram flour; fried
Mixed Vegetables Pakoda	\$14.00	Eggplant, spinach, onion, pepper, potato; fried
Methu Vada	\$10.39	Likely lentil fritter; spelling should be Medu Vada
Masala Vada	\$10.39	Likely lentil/chickpea fritter
Meat Samosas	\$9.36	Site says ground chicken; third-party page says beef; verify
Vegetable Samosas	\$8.32	Potato, carrot, pea; wheat pastry
Potato Bonda	\$8.32	Spiced potato fritter
Samosa Chaat	\$9.36	Samosa, channa, yogurt, chutneys
Onion Chili Pakoda	\$9.36	Chili, onion, cilantro, lemon; fried
Fish Fry	\$10.40	Tilapia, spice, onion, cilantro; short-dated only

Soups, Salad & Pickles

Menu item	Direct price	Audit / meal-prep note
Sambar	\$5.20	Lentil-vegetable soup; strong separated meal-prep side
Rasam	\$5.20	Tamarind-spice soup; verify recipe
Tossed Green Salad	\$5.20	Cold; dressing choice; separate cup
Indian Style Hot Salad	\$5.20	Tomato, green chili, onion
Raita	\$4.16	Milk: yogurt, cucumber, chili, tomato, onion
Plain Yogurt	\$2.08	Milk
Pickle	\$2.07	Verify oil, mustard, preservative, allergen labels
Onion & Chillis	\$1.04	Fresh garnish; separate cold cup
Chutney	\$1.00	Coconut, tomato, mint or tamarind; verify peanuts/tree nuts

Chicken A La Carte

Menu item	Direct price	Audit / meal-prep note
Chicken Curry	\$14.56	High meal-prep fit
Chicken Masala Curry	\$14.56	High fit; verify nuts/dairy
Chicken Korma	\$14.56	High fit; likely milk + tree nuts
Chicken Saag	\$14.56	High fit; spinach base; possible milk

Menu item	Direct price	Audit / meal-prep note
Chicken Vindaloo	\$14.56	High fit; spicy; verify cashew/nuts
Chicken Makhani / Butter Chicken	\$15.00	High fit; milk + likely cashew
Chicken Tikka Masala	\$15.60	High fit; milk + likely cashew
Chicken Curry	\$14.56	Duplicate display; internal slug appears to be Andhra Chicken Fry
Chicken Keema	\$15.14	High fit; minced chicken
Chicken Shish Kabob	\$16.64	Conditional; can dry on reheating

Lamb A La Carte

Menu item	Direct price	Audit / meal-prep note
Lamb Curry	\$16.64	High fit; premium +\$3
Lamb Saag	\$16.64	High fit; premium +\$3; possible milk
Lamb Vindaloo	\$16.00	High fit; premium +\$3; spicy
Lamb Korma	\$16.64	High fit; premium +\$3; milk + tree nuts

Beef A La Carte

Menu item	Direct price	Audit / meal-prep note
Beef Curry	\$16.64	High fit; verify nuts
Beef Saag	\$16.64	High fit; possible milk
Beef Korma	\$16.64	High fit; milk + tree nuts
Beef Vindaloo	\$16.64	High fit; spicy; verify nuts
Beef Keema	\$16.64	High fit; minced beef

Seafood A La Carte

Menu item	Direct price	Audit / meal-prep note
Shrimp Masala	\$17.68	Shellfish; short-dated/frozen premium +\$2
Shrimp Saag	\$17.68	Shellfish; possible milk; short-dated
Shrimp Vindaloo	\$17.68	Shellfish; spicy; short-dated
Fish Masala	\$17.68	Fish; short-dated/frozen premium +\$2
Fish Saag	\$17.68	Fish; possible milk; short-dated
Fish Vindaloo	\$17.68	Fish; spicy; short-dated

Biryani A La Carte

Menu item	Direct price	Audit / meal-prep note
Chicken Biryani	\$16.64	High fit with rapid rice cooling
Lamb Biryani	\$17.68	High fit; premium +\$3
Beef Biryani	\$17.68	High fit
Shrimp Biryani	\$17.68	Shellfish; short-dated/frozen
Vegetable Biryani	\$15.60	High vegetarian fit

Menu item	Direct price	Audit / meal-prep note
White Rice	\$4.16	Rapid cooling required
Basmati Rice	\$4.16	Rapid cooling required
Hyderabadi Chicken Biryani	\$16.64	High fit
Hyderabadi Chicken Biryani	\$12.48	Duplicate public name; internal weekend-special SKU

Vegetarian A La Carte

Menu item	Direct price	Audit / meal-prep note
Dhal Curry	\$13.00	Lentils, spinach, tomato, onion, spice; strong core SKU
Vegetable Masala	\$13.52	High fit; verify nuts/dairy
Mutter Paneer	\$14.56	Milk; standardize spelling to Matar Paneer
Aloo Gobi	\$13.52	Cauliflower, potato, tomato, onion, spice; strong core
Aloo Mutter	\$13.52	Potato + peas; standardize spelling to Aloo Matar
Baingan Bartha	\$13.52	Roasted eggplant, onion, tomato, spice; standardize Bharta
Channa Masala	\$13.52	Chickpeas, tomato, herbs, spice; strong core
Mushroom Masala	\$13.52	Conditional texture; verify nuts/dairy
Saag Paneer	\$14.56	Milk; strong sauced premium SKU
Potato Curry	\$13.52	High fit; lower protein
Malai Kofta	\$14.56	Milk/nuts likely; fried kofta; standardize Kofta
Aloo Saag	\$13.52	Site states cream; milk
Channa Saag	\$13.52	Chickpea + spinach; strong core
Paneer Tikka Masala	\$15.60	Milk + likely tree nuts; strong premium
Vegetable Korma	\$13.52	Milk + tree nuts likely; high fit
Channa Masala	\$14.56	Duplicate public label; internal slug appears to be Chole Bhatura
Dhal Makhani	\$13.00	Milk likely; strong core; standardize Dal

Tandoori Specials

Menu item	Direct price	Audit / meal-prep note
Paneer Tikka Dry	\$14.00	Milk; conditional reheating; premium
Royal Feast	\$22.88	Mixed chicken/lamb; useful performance concept, not base plan
Tandoori Chicken Half	\$11.44	Two leg quarters; milk likely in marinade
Tandoori Chicken Full	\$18.00	Four leg quarters; milk likely in marinade
Tandoori Shrimp	\$17.68	Shellfish; short-dated premium
Chicken Tikka Dry	\$15.60	Chicken breast, pepper, onion; conditional reheating
Chili Chicken	\$18.00	Possible soy/wheat; fried according to third-party listing
Chicken Tikka Dry	\$16.22	Duplicate display; internal Chicken Tikka Kabob SKU
Chicken Tikka Dry	\$16.22	Duplicate display; internal Chicken Shish Kabob SKU
Tikka Dry	\$17.91	Description identifies lamb; rename Lamb Tikka Kabob
Chicken Shish Kabob	\$16.64	Also listed under Chicken

Madras Specialties

Menu item	Direct price	Audit / meal-prep note
Masala Dosa	\$11.44	Poor chilled fit; same-day add-on

Menu item	Direct price	Audit / meal-prep note
Moong Dosa	\$12.48	Poor chilled fit
Moong Masala Dosa	\$12.48	Poor chilled fit
Rava Crispy Dosa	\$13.52	Wheat/semolina; poor chilled fit
Rava Masala Dosa	\$14.56	Wheat/semolina; poor chilled fit
Mysore Masala Dosa	\$12.48	Coconut/tomato chutney; poor chilled fit
Uttapam	\$14.56	Conditional; poor multi-day texture
4 PC Idli	\$5.20	Moderate fit; test day-3 texture
Idli Sambar (1 piece)	\$5.20	Moderate if packed separately
Idli Sambar (2 piece)	\$6.24	Moderate if packed separately
1 Pc Vada Sambar	\$5.20	Fried; poor multi-day texture
Vada Sambar (2 piece)	\$6.24	Fried; poor multi-day texture
Cheese Dosa	\$11.44	Milk; poor chilled fit
Plain Dosa	\$10.40	Poor chilled fit
Egg Dosa	\$11.44	Egg; poor chilled fit
4 PC Masala Vada	\$6.24	Fried; poor chilled fit
4 Pc Methu Vada	\$6.49	Fried; standardize Medu Vada

Andhra Specials

Menu item	Direct price	Audit / meal-prep note
Idli Sambar Special	\$15.59	Components not described on direct menu
Vada Sambar Special	\$17.67	Components not described on direct menu

Fresh Bread

Menu item	Direct price	Audit / meal-prep note
Papadam	\$3.12	Lentil wafer; pack dry separately
Poori	\$4.16	Wheat; fried; poor chilled fit
Paratha	\$4.16	Wheat; freeze separately
Aloo Paratha	\$5.20	Wheat + potato; freeze separately
Naan (Plain)	\$3.12	Wheat; possible milk/egg; freeze separately
Garlic Naan	\$3.12	Wheat; possible milk/egg
Garlic Chili Naan	\$4.16	Wheat; possible milk/egg
Keema Naan	\$5.20	Wheat + meat; verify meat identity
Onion Kulcha	\$5.20	Wheat; possible milk
Chapati / Roti	\$4.33	Wheat; best bread add-on for meal prep

Lassi & Related Drinks

Menu item	Direct price	Audit / meal-prep note
Plain Lassi	\$3.12	Milk/yogurt
Mango Lassi	\$3.12	Milk/yogurt
Pineapple Lassi	\$3.12	Milk/yogurt
Strawberry Lassi	\$3.12	Milk/yogurt
Mango Juice	\$3.12	Check added sugar/preservatives

Lassi & Related Drinks (continued)

Menu item	Direct price	Audit / meal-prep note
Bottled Water	\$2.08	Packaged beverage

Hot Beverages

Menu item	Direct price	Audit / meal-prep note
Spicy Indian Tea	\$3.12	Likely milk; same-day only
Madras Special Coffee	\$3.12	Likely milk; same-day only
Black Tea or Coffee	\$2.08	Same-day only
Indian Style Iced Coffee	\$3.12	Likely milk; cold add-on

Cold Beverages

Menu item	Direct price	Audit / meal-prep note
Diet Coke	\$3.12	Packaged/fountain beverage
Sprite	\$3.12	Packaged/fountain beverage
Iced Tea	\$3.12	Cold beverage
Lemonade	\$3.12	Cold beverage
Orange Fanta	\$3.12	Packaged/fountain beverage
Coke	\$3.12	Packaged/fountain beverage

Desserts

Menu item	Direct price	Audit / meal-prep note
Kulfi	\$4.16	Milk + tree nuts likely; frozen add-on
Gulab Jamun (2 piece)	\$3.12	Milk + wheat likely; separate add-on
Kheer	\$3.12	Milk, rice, raisins/nuts likely; cold add-on
Mango Kulfi	\$4.16	Milk + possible tree nuts; frozen
Pistachio Kulfi	\$4.16	Milk + pistachio; frozen

Appendix B. Source register and research method

Research date: August 8, 2026. Public prices are regular displayed prices where possible; promotions were excluded from the sustainable benchmark. Competitor portions, shipping, tax, delivery, subscriptions and geographic eligibility differ. Official restaurant and government sources were

prioritized. Ingredient statements not published by Maharajah are labeled as secondary or inferred and must be checked against recipes and supplier labels.

- [1] [Maharajah India Cuisine homepage](#)
- [2] [Maharajah official direct-order menu](#)
- [3] [Maharajah story](#)
- [4] [Maharajah catering](#)
- [5] [Maharajah Uber Eats listing \(secondary data only\)](#)
- [6] [FDA food allergens](#)
- [7] [USDA leftovers and food safety](#)
- [8] [EasyFit Meals 5-meal pack](#)
- [9] [My Healthy Penguin standard plan](#)
- [10] [Prep Success Meals](#)
- [11] [Meal Prep Sunday](#)
- [12] [Meal Prep Kingz Chef's Choice](#)
- [13] [Fit Foods Co](#)
- [14] [Healthy & Fresh Meal Prep](#)
- [15] [The Meal Preps plans](#)
- [16] [Clean EatZ Riverside meal delivery](#)
- [17] [Namaste India Cafe menu](#)
- [18] [Naan Cafe](#)
- [19] [Indian Eats menu](#)
- [20] [India's Clay Oven menu](#)
- [21] [Gandhi Indian Cuisine order page](#)
- [22] [MyTiffinExpress](#)
- [23] [Sukhmani Foods plans](#)
- [24] [Tiffin Bay menu](#)
- [25] [CookUnity cost and delivery](#)
- [26] [U.S. Census QuickFacts: Colton](#)
- [27] [U.S. Census QuickFacts: San Bernardino](#)
- [28] [U.S. Census QuickFacts: Riverside](#)
- [29] [U.S. Census QuickFacts: Redlands](#)
- [30] [San Bernardino County plan-check FAQ](#)
- [31] [San Bernardino County EHS fee schedule](#)
- [32] [San Bernardino County food facilities](#)
- [33] [CDPH Processed Food Registration](#)
- [34] [CDPH retail HACCP guidance](#)
- [35] [California retail food-label guide](#)
- [36] [California AB 660 date-label law](#)
- [37] [CDTFA restaurant tax guide](#)
- [38] [CDTFA Regulation 1603](#)
- [39] [California minimum wage](#)
- [40] [San Bernardino County food handlers and managers](#)
- [41] [FDA cooling cooked TCS food](#)
- [42] [CDTFA current sales-tax rates](#)

- [43] [Arrowhead Regional Medical Center: about the hospital](#)
- [44] [California University of Science and Medicine: 2029 white-coat class](#)
- [45] [El Rey Express Mexican Grill Colton direct-order menu](#)
- [46] [Tacos Y Mas Colton direct-order menu](#)
- [47] [Chick-N-Falafel Colton](#)
- [48] [Luna Grill Riverside direct-order menu](#)
- [49] [Baladi Riverside menu](#)
- [50] [Appu's Turmeric Cafe direct-order menu](#)
- [51] [Saucy Chick Indi-Mex Eatery direct-order menu](#)
- [52] [Tikka Mediterranean & Indian Fusion](#)
- [53] [Indian Fusion Pizza Riverside listing](#)

Appendix C. Assumptions and limitations

- No access was available to Maharajah's recipes, supplier invoices, sales mix, kitchen layout, cooler capacity, payroll, lease, insurance, POS reports or customer list.
- Ingredient, allergen and recipe-family analysis is not a substitute for chef-verified formula sheets and supplier documentation.
- Startup ranges are planning estimates; written vendor quotes and plan-check determinations are required.
- Pro forma profit is incremental to the meal-prep line and excludes depreciation, debt, income tax, owner distributions and unmeasured cannibalization/opportunity cost.
- The proposal is business planning, not legal, tax, accounting, food-science or regulatory advice.
- Prices and regulations can change; competitor prices should be rechecked immediately before launch.