

FRANCHISING DOCUMENT

BURRITO BAR

MODERN MEXICAN

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WHAT WE'RE ABOUT



Established in 2011, the Burrito Bar was inspired by the streets of San Francisco, where traditional Mexican street food meets art to create a wholesome experience.

With a wide variety of flavours and colours, a new style of Mexican street food was founded at the Burrito Bar. We range from quick and tasty take-aways to an authentic dine-in experiences true to the Burrito Bar way.

With 31 locations across Australia and counting, it proves that Burrito Bar is here to stay.

OUR MISSION

Always delivering incomparable food and service experiences while being fresh, authentic and innovative in our thinking.



OUR CORE VALUES

ALWAYS ON TIME

Fast, fresh and convenient. We want to make sure our customers meals are always delivered in a timely manner!

ITS ALL ABOUT THE SMILE

We want our guests to love us, and a smile is contagious after all!

FOOD IS #1

Our innovation is what separates us from the rest, so we want to ensure our food is of the best quality!

TEAM WORK

We are a family, we always have your back!

BE PRESENT

We believe in listening to our customers, which is why it's so important for us to be present in the moment!

OUR BELIEFS

FRESH

We believe in only sourcing fresh ingredients to ensure our products are of the best quality for our customers!

AUTHENTIC

We are committed to providing an authentic Mexican dining experience with a Burrito Bar twist!

INNOVATIVE

Burrito Bar is always looking to add a little Mexican twist to the latest and greatest food trends!

PRODUCTS

STARTERS

WINGS

CRISPY WRAPS

BURRITOS

NACHOS

QUESADILLAS

TACOS

TORTA BURGERS

ENCHILADAS

SALADS

SIZZLING FAJITAS

GRILLED CHICKEN & RIBS

KIDS MENU

DESSERTS

SOFT DRINKS

BEER

COCKTAILS

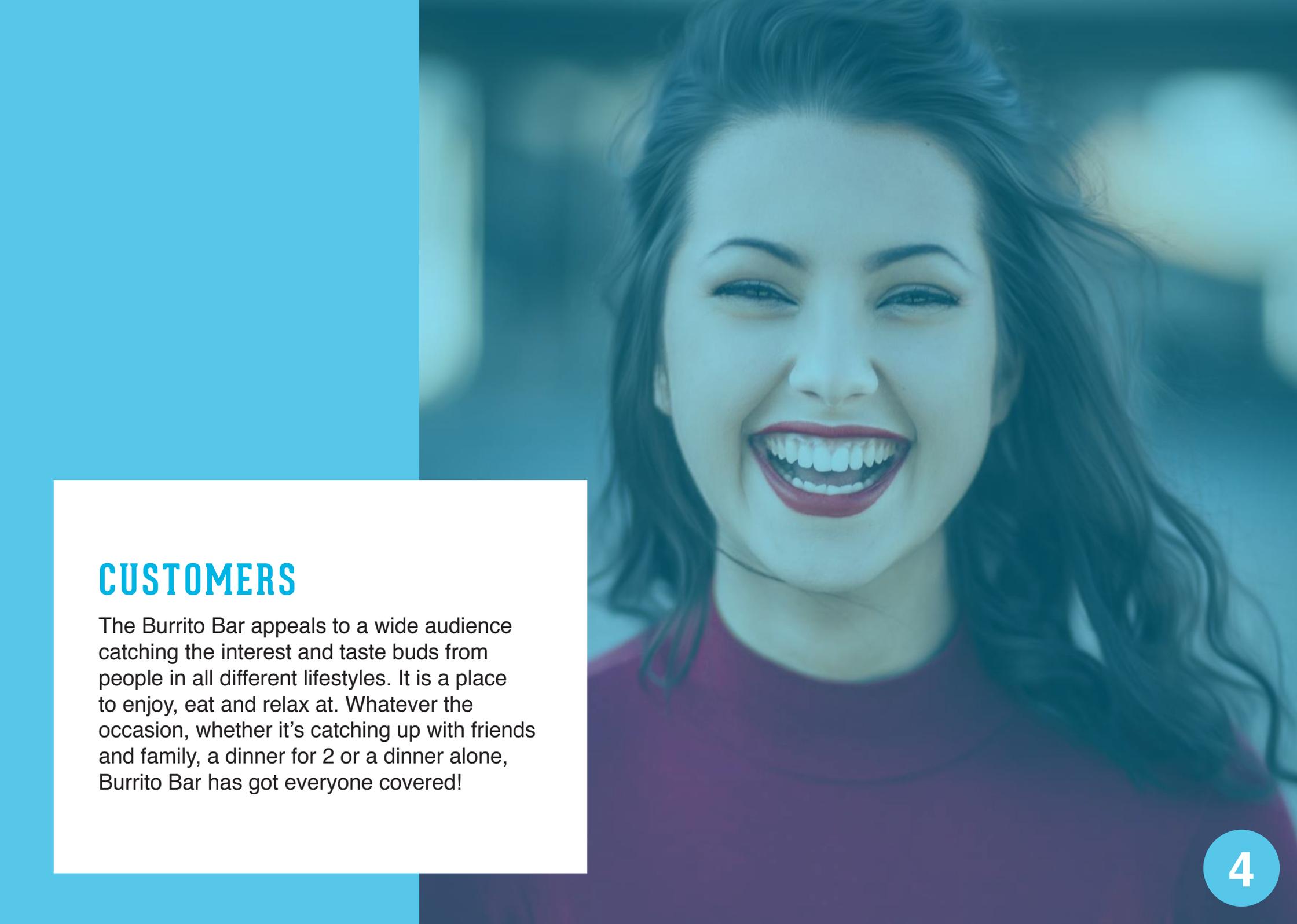
WINE

SPIRITS

TO SEE OUR FULL
MENU PLEASE VISIT:

www.theburritobar.com.au





CUSTOMERS

The Burrito Bar appeals to a wide audience catching the interest and taste buds from people in all different lifestyles. It is a place to enjoy, eat and relax at. Whatever the occasion, whether it's catching up with friends and family, a dinner for 2 or a dinner alone, Burrito Bar has got everyone covered!

LOCATIONS

The Burrito Bar has 31 stores between Queensland, New South Wales and Victoria.

QLD

AUSTRALIA FAIR

BANYO

BUNDABERG

BURPENGARY

CABOOLTURE

CARSELDINE

CLAYFIELD

COORPAROO

EVERTON PARK

FOREST LAKE

HOLMVIEW

KAWANA

KENMORE

LOGANHOLME

PARK RIDGE

PEREGIAN SPRINGS

PORTSIDE

REDBANK PLAINS

ROSALIE

SILKSTONE

SKYGATE DFO

SMITHFIELD

SOUTH BANK

SPRING HILL

TOOWOOMBA

TOWNSVILLE

VICTORIA POINT

VIC

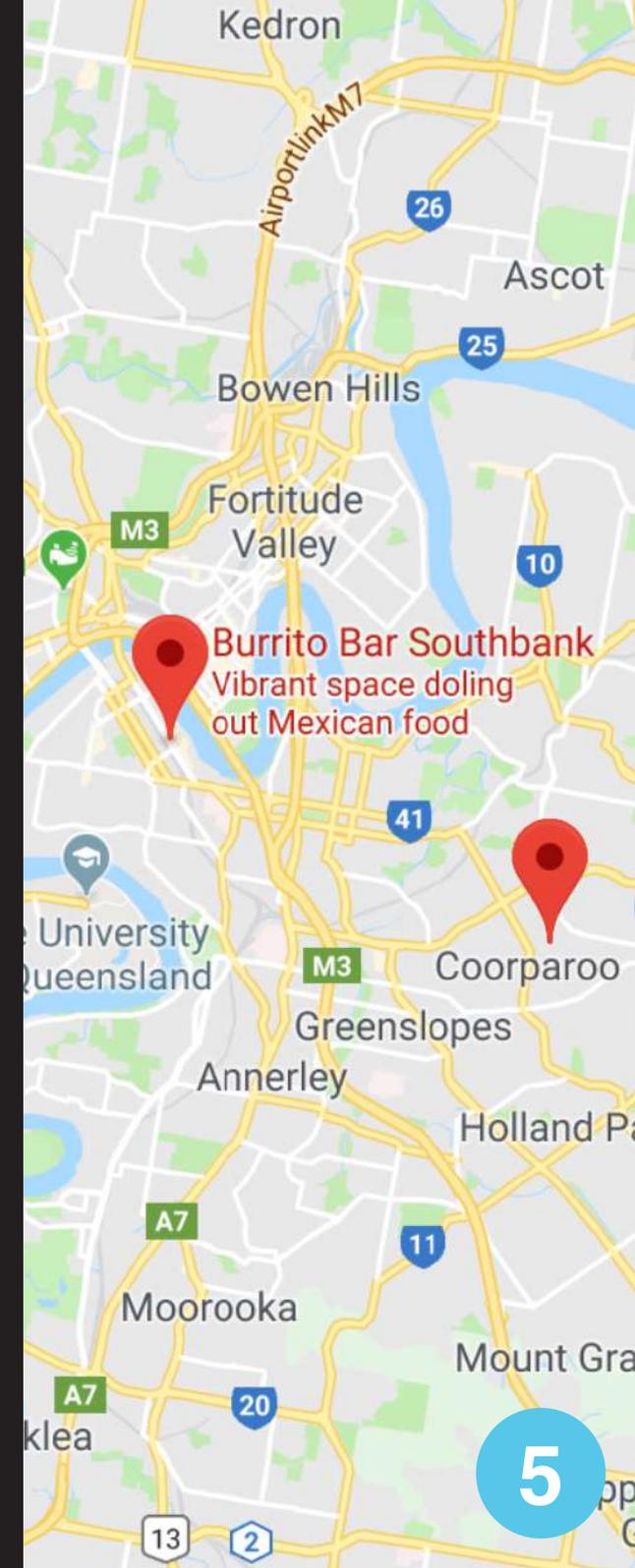
POINT COOK

SALE

NSW

BALLINA CENTRAL

GRAFTON



FRANCHISING

Becoming an owner of a Burrito Bar store means you can take the guesswork out of operating a business.

As a Burrito Bar franchisee you will enjoy these distinct advantages:

- A proven business plan which takes the stress out of starting from scratch.
- Brand awareness.
- A turnkey business with systems in place to reduce set up costs and ongoing operational costs.
- Purchasing power, providing your business with a competitive edge.
- Professional advertising and marketing support pitched to your local market.
- Expert support across all areas of your business including operations, training, leasing, technology systems, human resources, finance, legislation, menu development and supplier relations.

Becoming a Burrito Bar Franchisee is not just about buying your own business; it is about becoming part of the Burrito Bar Team, where you feel a sense of pride, ownership, and belonging. At Burrito Bar we encourage the growth of our franchisees and support them to achieve the goals they aspire to. We are always here to provide support and assistance.

THE STEPS TO GETTING INVOLVED:



ESTABLISHING YOUR STORE

PURCHASING AN EXISTING STORE:

Occasionally opportunities become available to take over the ownership of an existing Burrito Bar store. The great advantage of acquiring an existing store is that all the hard work has already been done in establishing a reputation in the area, and developing a team. Not to mention you can simply walk straight in and start trading.

ESTABLISHING A NEW BURRITO BAR STORE:

At Burrito Bar we are always on the lookout for opportunities to develop and grow the Burrito Bar brand. That is why we are here to help franchisees get established and become known to their local neighbourhood to ensure their new business gets off to a great start.

DESIGN & FIT OUT

If you haven't had experience in the design and fit-out of a restaurant, it can be a daunting and technical task. But don't worry, we will take care of it all. This includes all regulatory requirements and sign-offs, so when it's time to open, we hand you the keys and you're ready to go!



NEW STORE MODELS

Each Burrito Bar is unique and professionally designed to match the local market, the specific site and the preferences of the franchisee. As a result we have Burrito Bars that range from 60m to 250m and the cost of setting up a Burrito Bar can vary from approximately \$220,000 to \$400,000. However, we negotiate on your behalf with landlords who are always excited about having a Burrito Bar in their centre and generally secure a contribution of between \$200,000 to \$250,000 towards this setup cost. Combined with our low franchise fees, this often means that Burrito Bar is not only one of the lowest entry cost franchises, but also has one of the lowest ongoing costs compared to our competitors.

Burrito Bar is also accredited with several lenders to ensure that obtaining finance for your new business is easy and straight forward.



TRAINING PROGRAM

Here at Burrito Bar, we want to teach you more than just how to make a Burrito! Which is why we have a 5 week plan in place to ensure you and your business is set-up for long-term success.

TRAINING PROCESS

WEEK 1

In week one, you will be presented with the company direction and overview with your Operations Manager while also undergoing training in marketing and store operations.

WEEK 2

In week two, you will begin your on-site training in an existing Burrito Bar store with your designated trainer and/or Operations Manager.

WEEK 3

On-site training continues.

WEEK 4

On-site training continues.

WEEK 5

In the last week, once your on-site training is finalised, your Operations Manager will focus on management skills and set you up with the tools for success!



ON GOING SUPPORT

We have your back here at Burrito Bar, which is why we are always here to help with ongoing training and support with a specialised support team for both you and your business! This means support in not only establishing your business, but also helping you develop and adapt your business into the future.

Throughout your journey with Burrito Bar, you will have access to premium business support in all areas including operations, training, leasing, technology systems, human resources, finance, legislation, menu development and supplier relations.

MARKETING

BRAND

Burrito Bar has a dedicated team focused on developing the Burrito Bar brand throughout Australia. Franchisees are supported with assistance in developing local area marketing plans while national campaigns are executed by our expert team to develop brand awareness and market share.

WEBSITE

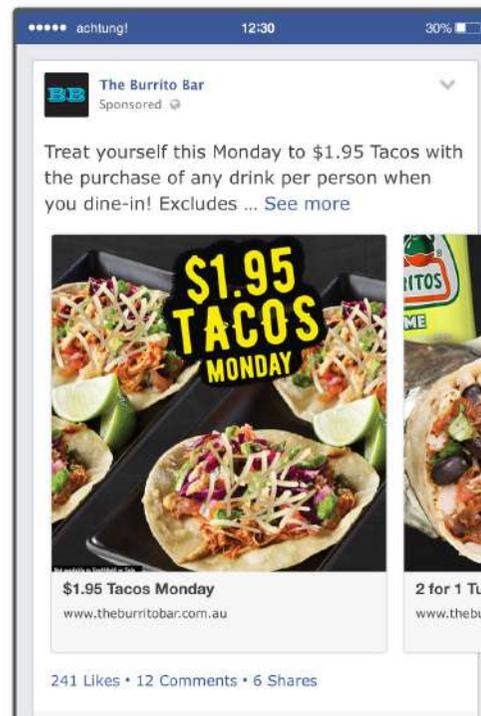
Our website provides important information to our customers and educates them on our menu, store locations, and latest developments. Each store also has its own landing page on the website to ensure your community can find out the information they need about your store.

SOCIAL MEDIA

Being a young, vibrant brand, we are savvy on social media and have successfully utilised mediums such as Facebook and Instagram to build significant brand awareness.

PRINT MATERIAL

Along with our brand's digital presence we offer in-restaurant promotional material and organise ongoing flyer distributions to help assist and meet the needs of each restaurant and their community.



DOLLARS AND SENSE

A Burrito Bar franchise is a licence to operate a Burrito Bar store for a specified term of 10 years (renewal options are generally available after this time). You own the business as the franchisee, but it is operated in accordance with the terms outlined in your franchise agreement and franchise manuals.

Initial start-up fees cover site selection, lease negotiations, management of construction and fit-out, grand opening marketing campaign, provision of training for you and your team, ongoing assistance prior to and after the store opening, and the right to use Burrito Bar's intellectual property. These fees (ex GST) include:

Franchising Fee (10 Years): \$30,000

Project Management Fee: \$2,500

Initial Advertising Fee: \$2,000

Training Fee: \$5,000

Legal Fee: \$5,000

Franchise fees are a small percentage of weekly net sales which are paid in the form of a Royalty and Marketing Fee. These fees contribute to the ongoing support and development of Burrito Bar franchisees and the overall brand. Ongoing support and development is provided by a team of highly experienced industry professionals in operations, training, marketing, public relations, menu development, supplier relations, leasing, human resources, finance, legislation, technology and computer systems. The franchise fee structure over the 10 years of the agreement is:

First Year Royalty Fee: 5% (2% Discount)

Second Year Royalty Fee: 6% (1% Discount)

Third Year & Beyond Royalty Fee: 7%

Marketing Fee: 2%

OWN IT, LOVE IT, LIVE IT

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