

# MAKING BURRITO BAR A PART OF YOUR FUTURE

**BURRITO BAR**

MODERN MEXICAN

Feb 2021

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# BURRITO BAR BRAND



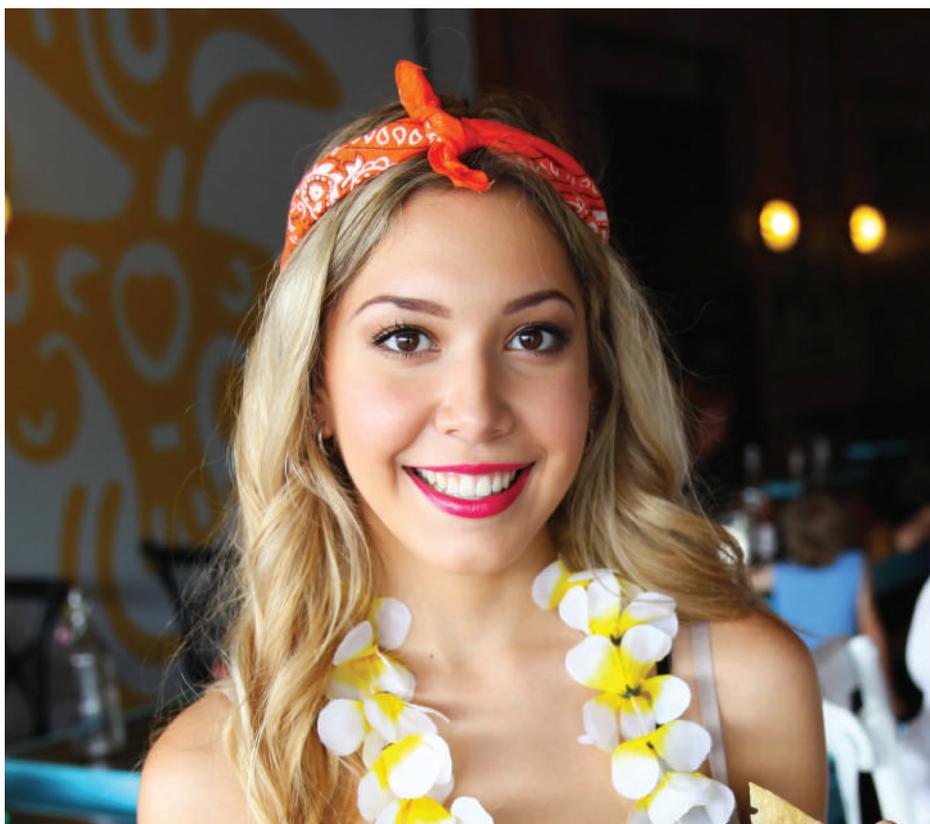
Established in 2011, Burrito Bar was inspired by the streets of San Francisco, where traditional Mexican street food meets art to create a wholesome experience.

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

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 innovation 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.burritobar.com.au](http://www.burritobar.com.au)



## CUSTOMERS

Burrito Bar appeals to a wide audience, catching the interest and taste buds of people from all different lifestyles. Whether it's catching up with friends and family, a dinner for two or a dinner for one, Burrito Bar is a place to enjoy, eat and relax.

Whatever the occasion, Burrito Bar has everyone covered.

# THE BURRITO BAR BUSINESS STRATEGY

At Burrito Bar, we are about more than just an exciting brand with great food, we are about creating a successful and profitable business model for our Franchise Partners. The world and business environment is changing dramatically and partnering with a franchise that stays ahead of the curve is essential for success, so Burrito Bar continues to evolve.

## SMOKIN RIBS & BURGERS VIRTUAL BRAND

In 2018 Burrito Bar became one of the very first brands, and the largest at the time, to create a virtual restaurant brand in Australia through third party delivery partners such as Uber, Deliveroo, Menulog and DoorDash. A virtual brand is a brand that exists for customers purely online. Customers can order through our third party delivery partners and have their meal delivered to their home or workplace. The only difference is that a virtual brand has no physical shopfront. Instead, the food for Smokin Ribs & Burgers comes directly from the Burrito Bar kitchen to the customer's front door.

The Smokin Ribs & Burgers virtual brand allows Burrito Bar Franchise Partners to enjoy a second revenue stream with minimal costs. The menu is developed to appear unique and different to that of Burrito Bar and hit a high demand and under-serviced segment of the market, while utilising almost identical ingredients and similar kitchen processes to the Burrito Bar menu. This makes it as simple as possible for your kitchen team. Franchise Partners do not have to lease a new premises or buy new equipment and can utilise their existing Burrito Bar team to service Smokin Ribs & Burgers customers, giving fantastic economies of scale and minimal additional costs.



## BRANDED ICE-CREAM KIOSKS

In 2020 Burrito Bar has reached an exciting new stage of evolution with an Australian first. Burrito Bar has partnered with some of Australia's leading ice-cream brands to incorporate branded ice-cream kiosks into our restaurants. Choosing an ice-cream brand to partner with in your restaurant not only means an incredible range of popular ice-cream and desserts for your existing restaurant customers, but also opens up entirely new revenue streams through the chosen ice-cream brand, with very low upfront and ongoing costs.

By incorporating a branded ice-cream kiosk into the existing Burrito Bar design and utilising the existing infrastructure, a branded ice-cream kiosk inside your Burrito Bar is a fraction of the cost of opening a standalone ice-cream kiosk in its own retail space and avoids almost all of the ongoing overhead costs associated with a separate retail space. For one relatively low cost, you have all the advantages of a Burrito Bar franchise and a branded ice-cream kiosk in the one business!

**Speak to the Burrito Bar Support Team about what branded ice-cream kiosk options may be available for your Burrito Bar!**



# LOCATIONS

Burrito Bar has a growing presence in Queensland, New South Wales and Victoria.

## QLD

AUSTRALIA FAIR  
BANYO  
BROWNS PLAINS  
BUNDABERG  
BURPENGARY  
CABOOLTURE  
CARSELDINE  
CLAYFIELD  
COOMERA  
COORPAROO  
EVERTON PARK  
FLAGSTONE  
(OPENING SOON)  
FOREST LAKE  
GRIFFIN  
HOLMVIEW

KAWANA  
KENMORE  
LOGANHOLME  
MACKAY  
(OPENING SOON)  
PARK RIDGE  
PEREGIAN SPRINGS  
PORTSIDE  
REDBANK PLAINS  
ROSALIE  
SHERWOOD  
(OPENING SOON)  
SILKSTONE  
SKYGATE DFO  
SMITHFIELD  
SOUTH BANK

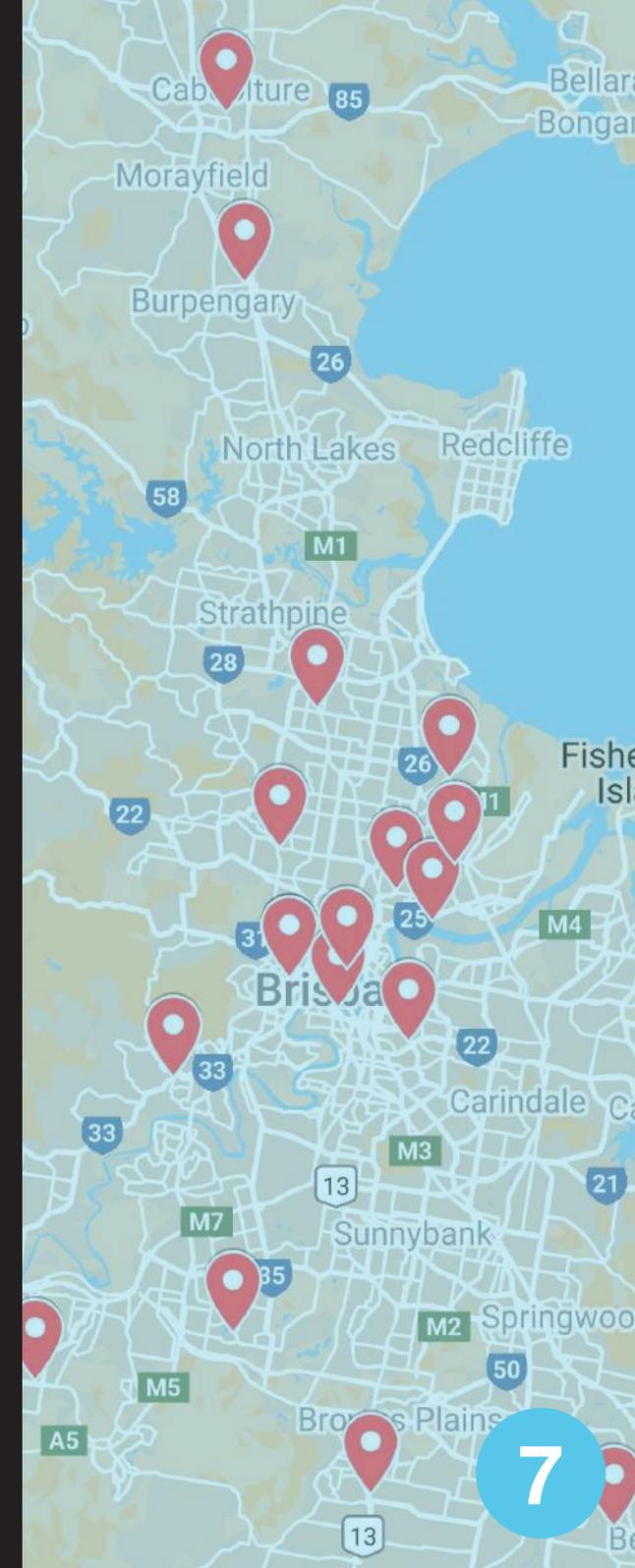
SPRING HILL  
TOOWOOMBA  
TOWNSVILLE  
VICTORIA POINT

## VIC

KENSINGTON  
(OPENING SOON)  
MELTON  
POINT COOK  
SALE

## NSW

BALLINA CENTRAL  
GRAFTON  
LISMORE  
(OPENING SOON)



# FRANCHISING

**BECOMING AN OWNER OF A BURRITO BAR RESTAURANT MEANS YOU CAN TAKE THE GUESSWORK OUT OF OPERATING A BUSINESS.**

As a Burrito Bar Franchise Partner 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.
- A diverse business model that can comfortably adapt and succeed regardless of the environment or changes in the market.
- The power of several brands in one business.

Becoming a Burrito Bar Franchise Partner 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 Franchise Partners and support them to achieve the goals they aspire to. We are always here to provide support and assistance.

# GETTING INVOLVED

1	Call or email us for a no obligation chat.	5	Detailed review of site preferences and options.	9	Training program commences.
2	Complete Introduction Form & Confidentiality Agreement.	6	Meet existing franchises.	10	Franchise Partner Documents issued.
3	First meeting with the Operations Manager and General Manager or Director.	7	Finalise site selection.	11	Set up of your restaurant, hiring and training of your team.
4	Second meeting at a Burrito Bar location.	8	Complete application process.	12	Open your Burrito Bar (with our help)!

WE MOVE AT YOUR PACE, AND PROVIDE HELP AND SUPPORT EVERY STEP OF THE WAY.

# ESTABLISHING YOUR RESTAURANT

## PURCHASING AN EXISTING RESTAURANT

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

## ESTABLISHING A NEW BURRITO BAR RESTAURANT

At Burrito Bar we are always on the lookout for opportunities to develop and grow the Burrito Bar brand in new locations. That is why we are here to help Franchise Partners get established and become known to their local neighbourhood or an area of their choice.

## 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 all the hard work for you, while making sure we deliver you a restaurant you will be proud to own. 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 RESTAURANT MODELS

One of the biggest strengths of Burrito Bar as a business is the diversity of our models. This means that Burrito Bar can adapt and succeed in almost every market, where other brands simply cannot. From our extensive menu and bar range that has something for everybody, to our virtual brand, Smokin Ribs & Burgers and partnership with leading ice-cream brands, we can successfully operate from high foot-traffic locations in CBD's to metropolitan areas and quiet regional towns, from premium shopping centres and dining precincts to suburban shopping centres, stand-alone and drive-thru locations.

Each Burrito Bar is unique and professionally designed to match the local market, the specific site and the preferences of the Franchise Partner. As a result, we have Burrito Bars that range from 60sqm in high foot-traffic locations to 300sqm in dining precincts and drive-thrus. The cost of setting up a Burrito Bar can therefore vary from approximately \$200,000 to \$500,000. However, we negotiate on your behalf with landlords who are always excited about having a Burrito Bar as their tenant and generally secure a contribution of between \$200,000 to \$250,000 towards this setup cost, which we pass on completely to our Franchise Partners. 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 accredited with several lenders and our Franchise Partners are pre-approved, so 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 comprehensive training program to ensure you and your business is set-up for long-term success. The minimum training program for Franchise Partners is 5 weeks, with additional weeks for those Franchise Partners who wish to add Smokin Ribs & Burgers and an ice-cream brand to their business. Each week of training consists of 5 days, but this can be condensed to complete days consecutively if you are in a hurry or spaced out to fit in with your other commitments.

## TRAINING PROCESS

The Burrito Bar Franchise Partner Training Program is open to all significant partners in the business at no extra charge.

<b>WEEK 1</b>	<b>WEEK 2</b>	<b>WEEK 3</b>
Basic restaurant training.	Basic restaurant training.	Classroom theory and management training.
<b>WEEK 4</b>	<b>WEEK 5</b>	<b>WEEK 6</b>
Advanced restaurant training.	Advanced restaurant training.	Extra week for Smokin Ribs & Burgers training (if applicable).
<b>WEEK 7</b>	<b>WEEK 8</b>	<b>WEEK 9</b>
Extra week for ice-cream brand training (if applicable).	Extra week for ice-cream brand classroom training (if applicable).	Extra week for cake training (certain ice-cream brands only, if applicable).



## RESTAURANT OPENING AND POST-SALE SUPPORT

Regardless of whether you are opening a new restaurant or buying an existing restaurant, Burrito Bar continues to provide training support to ensure your transition into your own business is smooth and as stress free as possible. Franchise Partners opening new restaurants receive a total of 3 weeks additional training support (1 week before opening and 2 weeks after opening) to ensure your team is trained and operating effectively. Franchise Partners buying an existing restaurant receive 1 week of post settlement training support to assist you with taking the reins of your new restaurant.

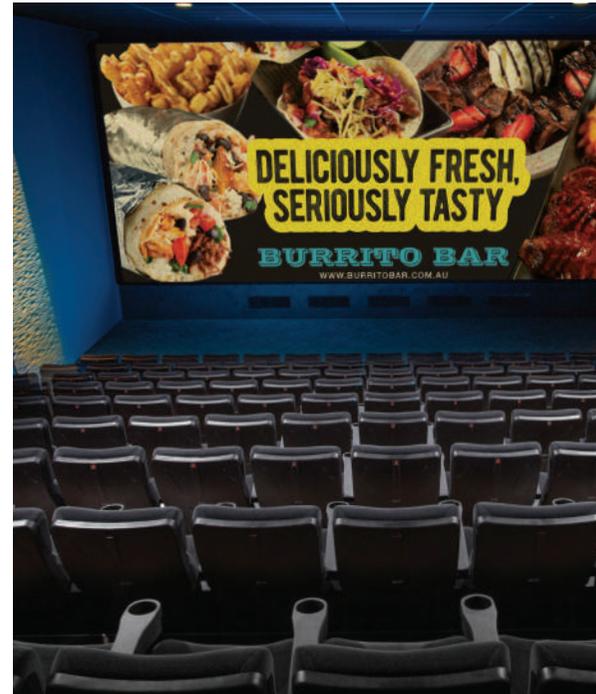
## ONGOING SUPPORT

We have your back here at Burrito Bar and are always available to help with ongoing training and support from our specialised team for both you and your business! This means support in not only establishing your business, but also helping you manage, grow, 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, marketing, public relations, menu development, supplier relations, leasing, human resources, finance, legislation, technology and computer systems.

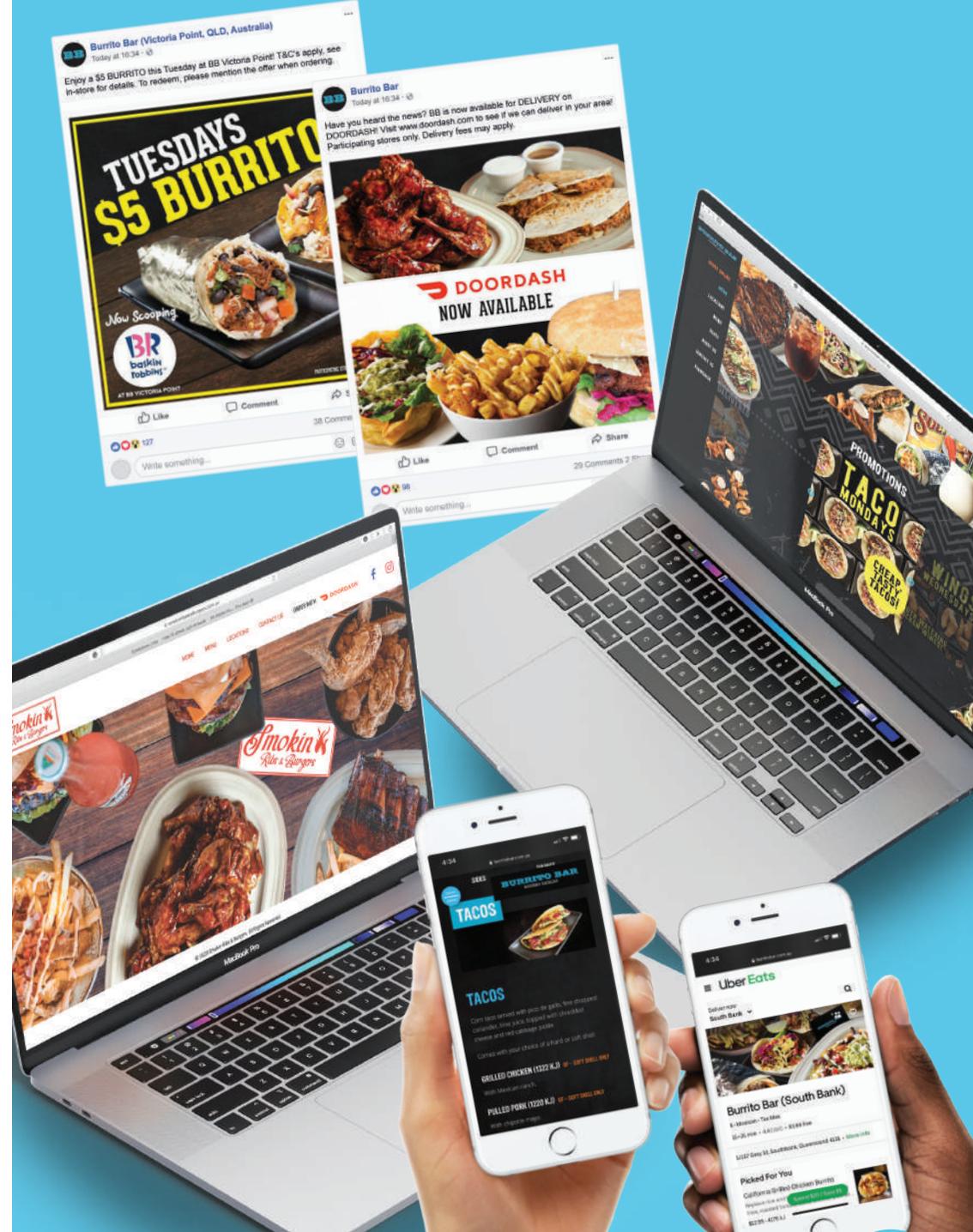
# MARKETING

Burrito Bar prides itself on implementing highly effective national and local area marketing programs that generate a positive return for Franchise Partners. Our methods are modern, diverse and designed to attract new customers, promote repeat visits amongst existing customers, increase average customer spend and reinforce Burrito Bar, Smokin Ribs & Burgers and your chosen ice-cream brand in customer's minds.



Burrito Bar marketing is diverse and responsive to opportunities. Marketing activities include:

- Social Media (including individual restaurant Facebook pages and national Facebook, Instagram, Twitter and LinkedIn pages).
- Digital Media (including YouTube, Google, email direct marketing, search engine optimisation and more).
- Websites (including [www.burritobar.com.au](http://www.burritobar.com.au), [www.smokinribsandburgers.com.au](http://www.smokinribsandburgers.com.au) and that of your chosen ice-cream brand).
- Customer Apps (including Burrito Bar and that of your chosen ice-cream brand).
- Delivery Partner Advertising (including Uber, Deliveroo, DoorDash and Menulog).
- Digital Advertising (including digital restaurant signage, billboards, roadside signs, public transport and more).
- Traditional Media (including TV, radio and cinema advertising).
- Print Material (including flyers, posters, table talkers, banners, flags and more).



Franchise Partners who include a branded ice-cream kiosk in their business also receive the marketing and promotional support of that brand's Marketing Team as well as the Burrito Bar Marketing Team.

# DOLLARS AND SENSE

A Burrito Bar franchise is a licence to operate a Burrito Bar restaurant. You own the business as the Franchise Partner, but are provided with the guidance, support and assistance of the Support Team and the brand.

Initial start-up costs cover site selection, lease negotiations, management of construction and fit-out, grand opening or under new management marketing campaign, provision of training for you and your team, ongoing assistance prior to and after the restaurant opening or settlement, and the right to use Burrito Bar's systems and brand, as well as those of Smokin Ribs & Burgers and your chosen ice-cream brand. These costs (ex GST) include:

Initial Franchising Fee (5 years): \$30,000

Initial Advertising Fee: \$5,000

Training Fee: \$5,000

Legal Fee: \$5,000

Project Management Fee (new restaurant only, if applicable): \$2,500

Design Fee (new restaurant only, if applicable): \$10,000

Smokin Ribs & Burgers Fee (if applicable): \$5,000

Ice-Cream Brand Initial Franchising Fee (if applicable): \$5,000 - \$10,000\*

Ice-Cream Brand Initial Marketing Fee (if applicable): \$5,000 - \$6,000\*

Ice-Cream Brand Training Fee (if applicable): \$2,000 - \$4,000\*

Ice-Cream Brand Legal Fee (if applicable): \$0 - \$5,000\*

\*Ice-Cream Brand Fees vary slightly depending on the chosen brand.

**To support lower cost entry for Franchise Partners, payment plans are available for a majority of upfront fees.**

Franchise fees are a small percentage of weekly net sales which are paid in the form of a Royalty and Marketing Levy. These fees contribute to the ongoing support and development of Burrito Bar Franchise Partners, their restaurants 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 is designed to provide an additional burst of marketing support over the first 2 years of a new restaurant to ensure the best possible start. Franchise fees for new restaurants are:

First Year Fees: Royalty Fee: 5%, Marketing Levy: 4%

Second Year Fees: Royalty Fee: 6%, Marketing Levy: 3%

Third Year & Beyond Fees: Royalty Fee: 7%, Marketing Levy: 2%

Burrito Bar provides a discount on franchise fees for restaurants who provide their own delivery service or a delivery service through a third party such as Uber, Deliveroo, Menulog or Door Dash. This discount is to help offset the cost of providing these services to customers.

The franchise fees and discounts apply equally across Burrito Bar, Smokin Ribs & Burgers and your chosen ice-cream brand (if applicable). One simple, low cost fee structure to cover several different brands.

OWN IT, LOVE IT, LIVE IT

**BURRITO BAR**

MODERN MEXICAN