



PICKING THE BEST FOOD FRANCHISE FOR YOU:
INDUSTRY, INVESTMENT, INNOVATION





WHAT'S COOKING IN THE QUICK-SERVICE RESTAURANT (QSR) INDUSTRY?

Fast-food and fast-casual dining have skyrocketed in popularity, captivating millions of Americans seeking quick yet satisfying meals. In 2022, the QSR industry raked in a staggering \$270.8B, according to Daktronics. And projections indicate a meteoric rise to an impressive \$454.3B by 2030—more than doubling the revenue! What's fueling this surge? The driving force behind this growth is none other than the nation's largest consumer group – millennials.

THE SIZZLING HOT MEXICAN FOOD FRANCHISE MARKET

If you're looking to invest in the thriving food franchise industry, the Mexican food market in the US is on fire, with a striking 72% of millennials consuming two to three burritos every week. The industry is set to surge by a staggering \$113.85B from 2021 to 2026, and Technavio's market research reports also project a compound annual growth rate (CAGR) of 6.65% for this period. Let's take a look at how you can join the sizzle and spice of this booming industry with Überrito.



ÜBERRITO'S FRANCHISE OPPORTUNITY AND INVESTMENT

Überrito offers an inclusive array of franchise opportunities, catering to different business owners. From the food truck franchise as a stepping stone to traditional single-unit ownership to multi-unit franchises for the more seasoned entrepreneur. Each model is designed to empower franchisees, offering flexibility and scalability to match individual aspirations and business goals.



1. FOOD TRUCK OPPORTUNITY

TOTAL INVESTMENT: RANGES FROM \$95,000 TO \$200,000

INITIAL FRANCHISE FEE: \$20,000*

*The franchise fee is applicable unless you own an existing brick-and-mortar location.

For the smaller investor, the food truck opportunity isn't just about a foot in the door—it's a powerful tool for advertising and brand recognition. Your food truck serves as a promotional vehicle for your Überrito restaurant, engaging the community and fostering a loyal following. As traction grows, expansion into a traditional restaurant becomes a possibility.

2. SINGLE-UNIT BRICK-AND-MORTAR OPPORTUNITY

TOTAL INVESTMENT: RANGES FROM \$254,000 TO \$749,000

INITIAL FRANCHISE FEE: \$40,000

For an entrepreneur considering a single-unit restaurant investment, this model offers a focused entry point into the market. It allows franchisees to understand and perfect their operations, maintain quality standards, and build a loyal customer base. Some entrepreneurs may choose this path due to budget constraints or the desire for a manageable workload that aligns with their current capacity or lifestyle.

3. AREA DEVELOPER: MULTI-UNIT OPPORTUNITY

TOTAL INVESTMENT: CUSTOMIZED BASED ON THE NUMBER OF UNITS AND LOCATIONS

INITIAL FRANCHISE FEE: \$40,000 FOR THE FIRST UNIT, PLUS \$25,000 FOR THE SECOND UNIT, AND \$15,000 FOR EACH SUBSEQUENT UNIT

For those aiming higher, Überrito's multi-unit franchise option enables the development and management of multiple locations. This expands customer reach and revenue streams, elevating your business to the next level.

4. AREA AGENT OPPORTUNITY

INCOME POTENTIAL: EARN FROM FRANCHISE FEES AND ROYALTIES FOR EACH NEW FRANCHISEE BROUGHT INTO THE NETWORK

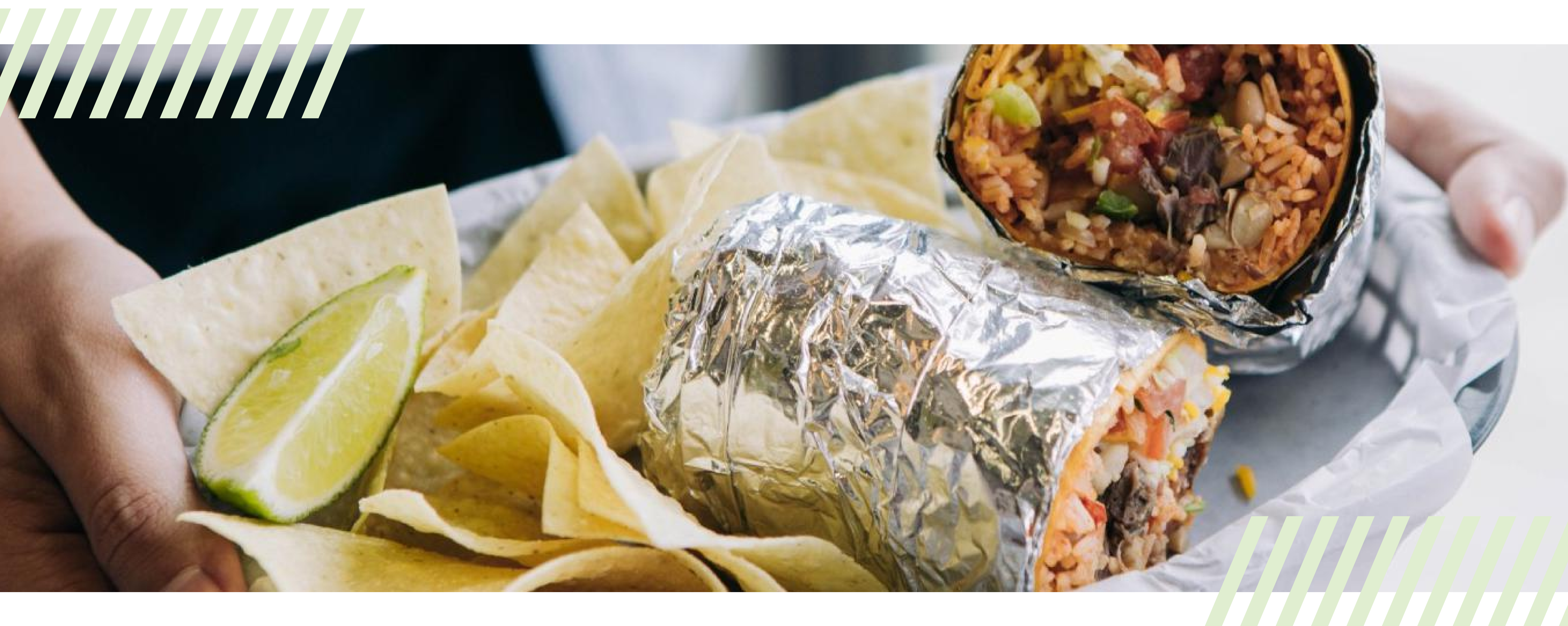
If you're passionate about this field but prefer a different approach than traditional franchising, becoming an Area Agent could be the ideal fit. As an Area Agent, you serve as a vital link, connecting aspiring franchisees with suitable territories. This role offers a distinct chance to play an active role in our growth while earning from franchise fees and royalties for every new franchisee you bring into our network.



ADDITIONAL FEES

Apart from the initial franchise fees, Überrito franchisees have ongoing financial responsibilities, including:

- **Royalty Fee:** 5% of gross sales, payable weekly
- **Production and National Advertising Fund Contribution:** 2% of gross sales, also payable weekly, to support national advertising and marketing efforts
- **Local Marketing Requirement:** 1% of gross sales, allocated for local advertising activities
- **Pre-Opening and Grand Opening Marketing Campaign Costs:** At least \$25,000 (or \$10,000 for a food truck) paid to your advertising vendor during the construction and opening period



ÜBERRITO'S TWIST ON A FRESH MEX EXPERIENCE

At Überrito, innovation isn't just a concept; it's our foundation. We've woven tradition and modernity into the fabric of our brand, crafting a dining experience that transcends the ordinary. We honor the essence of flavorful, wholesome cuisine, yet we're relentless in our pursuit of elevating these beloved, traditional favorites to new heights. How do we achieve this? By infusing excitement into every dish through an innovative build-your-own model that sets us apart from the rest.

Our concept revolutionizes the dining experience. At Überrito, no visit is the same. Customers craft their dishes from a diverse array of ingredients, tailoring each bite to their preferences. This approach turns the heat up on the dining experience, with thousands of possible variations. This level of customization isn't just a novelty; it's the heart of what makes Überrito unparalleled. We've redefined the way people dine out, fostering an engaging and immersive atmosphere that resonates with today's food enthusiasts. We've transformed the predictable into the extraordinary, curating an experience that's not just about satisfying hunger but about creating lasting memories around every dish.

WHAT MAKES ÜBERRITO'S FRANCHISE OPPORTUNITY EVEN HOTTER

1. ESTABLISHED BRAND AND LOYAL CUSTOMER BASE

When entrepreneurs join the Überrito franchise family, they gain access to an established brand with an existing clientele, giving them a head start and facilitating a smoother entry into the competitive market.



2. EXPERT GUIDANCE AND ASSISTANCE

At Überrito, our franchisees don't navigate their journey alone; our experienced leadership team provides guidance every step of the way. From site location to buildout assistance, franchisees receive the support they need to excel.

3. HIGH-QUALITY INGREDIENTS

At Überrito, our chef-driven team uses only the freshest and tastiest components, ensuring that every bite bursts with flavor. Our emphasis on quality ingredients distinguishes us from competitors and keeps our customers coming back for more.

4. COMPREHENSIVE TRAINING AND ONGOING SUPPORT

At Überrito, our franchisees don't navigate their journey alone; our experienced leadership team provides guidance every step of the way. From site location to buildout assistance, franchisees receive the support they need to excel.

5. CUTTING-EDGE MARKETING STRATEGIES

Überrito employs cutting-edge marketing strategies designed to create brand visibility and attract customers. Our bold strategies ensure that Überrito stands out in a competitive market and thrives.

JOIN ÜBERRITO'S FRANCHISE FAMILY

At Überrito, innovation isn't confined to the kitchen alone—it's a mindset that permeates every aspect of our brand. From our three-tier franchise opportunity to our interactive dining process, we've reimagined what it means to savor a meal and grow a successful business.

Get in touch with us and speak to our friendly franchise team to learn more about Überrito Fresh Mex's franchise opportunities!

ÜBERRITO FRESH
MEX