



MUCHO

• BURRITO •

CONCEPT OVERVIEW

Since its inception in 2006, Mucho Burrito has been committed to delivering guest satisfaction by offering a menu that allows guests to indulge their cravings for contemporary Mexican cuisine. The ingredients are prepared fresh to create the perfect meal filled with quality, flavour and flair. The vibrant display of house-made toppings is one of the many proof points of our commitment to quality.

With the launch of the 'Real Food Manifesto' in 2013 Mucho Burrito continues to raise the bar in the fast-casual dining category. Today there are over 140 Mucho Burrito locations across North America. Mucho Burrito is part of the publicly traded MTY Group. TSE:MTY

Mucho Burrito is a leading fast-casual brand in the Mexican food category. We offer high-quality food in an upscale environment at a premium price point to your typical fast food restaurant. We bridge the gap between Quick Service Restaurants and Casual Dining establishments.

Fast-Casual dining is the fastest growing food service segment in North America and Canada. Today's guests are looking for high-quality foods, served quickly in a welcoming environment and are willing to pay a premium for the total experience. Experience the taste of success with this growing food service trend! The Canadian consumer is ready for a whole new Mexican fast casual dining experience; and Mucho Burrito is ready to deliver!

TARGET MARKET

- Adults 25-44 years of age.
- Suitable for all business sectors & types



FRANCHISE FEE

\$35K - Street Front Location - 10 year term

APPROXIMATE INVESTMENT

\$450K - \$575K

(Subject to store size, site condition, landlord's work and tenant allowance)

QUALIFICATIONS

Minimum unencumbered cash: \$150K

Net worth: \$300K

Royalty Fee: 6%

Advertising Fee: 4%





EST 2006

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MODERN MEXICANA

LOCATION AND SEARCH CRITERIA

- The typical size a Mucho Burrito restaurant is 1200-1500 sq. ft.
- Food court size is 350 to 500 sq. ft.
- They are usually located in neighbourhood and community strip malls, power malls, shopping malls, universities, airports and downtown business districts.

TRAINING AND SUPPORT

Virtual lectures, hands-on training and even cooking classes! MTY University (MTY-U) offers an intensive training program teaching the necessary skills to become a successful Mucho Burrito Franchise partner or key restaurant manager.

We don't stop there.

Each franchisee receives comprehensive training in all aspects of owning and operating a Mucho Burrito franchise. This 4 weeks of training includes operational, marketing and hands on in-restaurant training. Field training team members are assigned to each location prior to opening to ensure that everyone knows exactly what they should be doing when the doors finally open.

MARKETING SUPPORT

Mucho Burrito's marketing department provides you with marketing training, a user-friendly marketing guide and best in class industry sales drivers for your business. Upon joining Mucho Burrito, franchisees will receive immediate assistance in developing a Local Store Marketing plan to support awareness and trial of your location as well as an ongoing marketing and business plan that focuses on your first year in business.

In addition to the support we provide to you at the local level, Mucho Burrito ensures that the brand is top of mind with our core guests to encourage trial and repeat visits. The Mucho brand image is one of our key strengths and the team strives to deliver consistent and meaningful brand communication to our target guests right across the country.

The Marketing team continually invests in new product innovations, consumer research and measures guest feedback to ensure that we are delivering on our brand promise and keeping our guests happy!



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FOR MORE INFORMATION CONTACT

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