



★ FRANCHISE WEBINAR ★

ABOUT US

- Hola Cabrito was opened in 2017 in Phoenix, Arizona by Maria de Lourdes Lopez.
- This is a one-of-a kind artisanal Mexican restaurant in Phoenix serving authentic birria and comfort foods from Mexican cuisine.
- The longtime specialty of Hola Cabrito is the Birria de Chivo (Goat Birria). Serving options are Plato de Birria (in a stew) or separate from the consome.
- Besides the Birria de Chivo, there is an extensive range of protein options, sides, extras, and condiments.
- The tortillas are handmade with gluten-free corn flour, and from scratch.



- Ethnic Mexican food is the second-most popular food in the US.
- Mexican food is the most popular ethnic food type in the USA, representing 11 percent of all restaurants.
- The most popular prepared-food pairing in Mexican cuisine is Tacos, followed by Burrito, Nachos, Tortilla, and salads in the US.





Access to lucrative markets



Assistance with site selection



Direct access to the founders



Proven business model



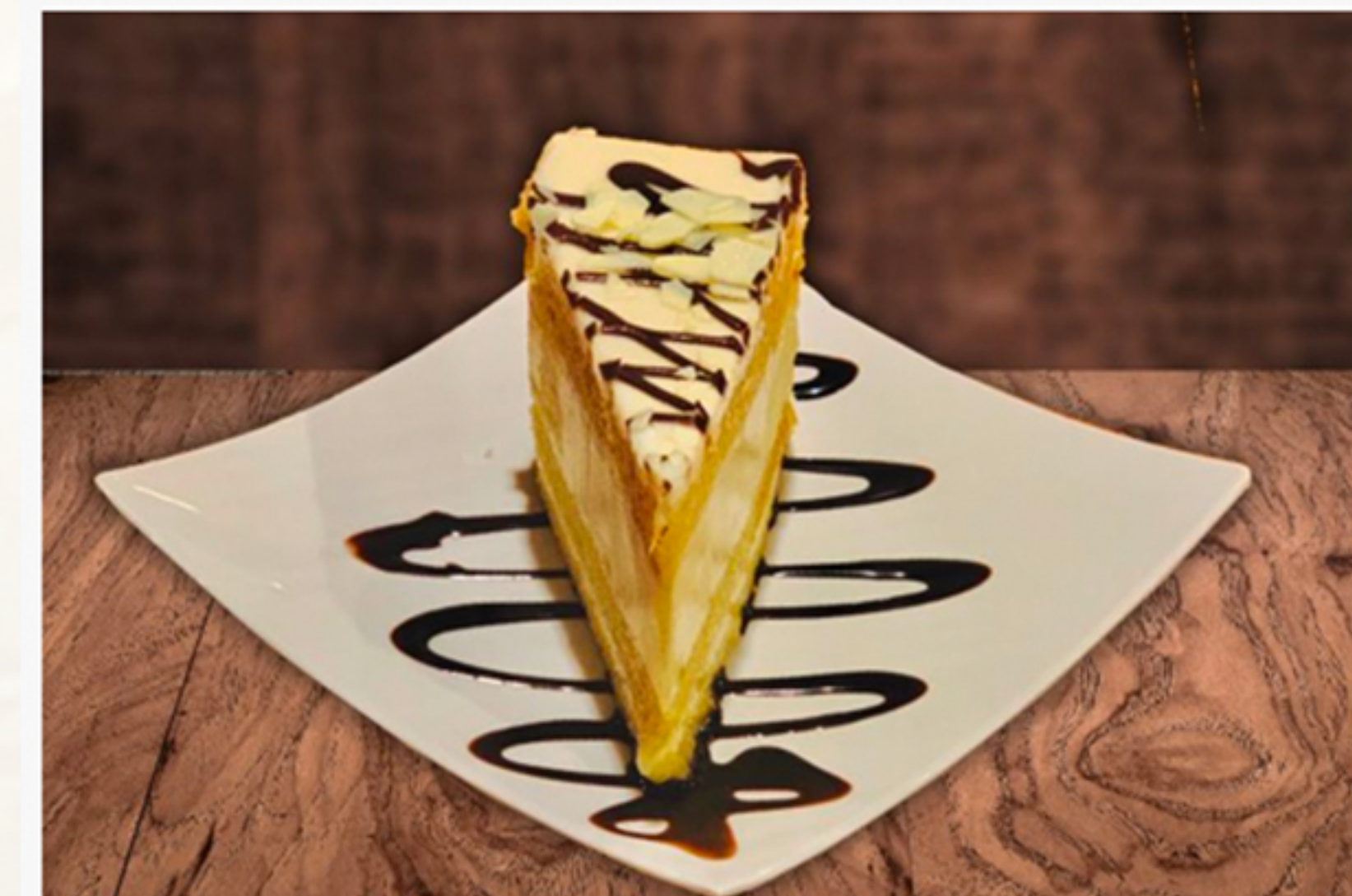
Marketing support



Access to a billion-dollar market

POPULAR ITEMS

- Birria de Chivo
 - Surtida Mixed
 - Maciza Lean
 - Tatemada Roasted
- Consome
- Plato de Birria
- Birria de Res
- Tacos
- Tortas
- Quesadillas
- Menudo



159 HOURS OF INSTRUCTOR LEAD TRAINING



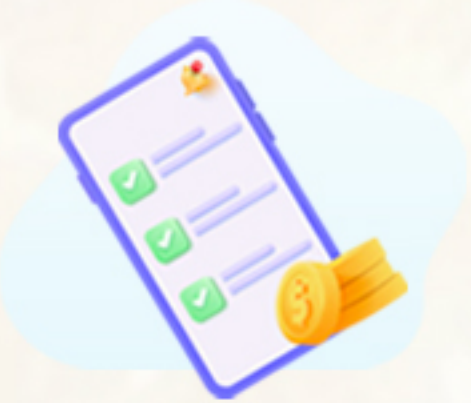
Introduction to Hola Cabrito



Bookkeeping and payroll



Marketing and advertising



Admissions and company policies



Regulatory compliance



Operations implementation

STARTUP COSTS

Initial Franchise Fee: \$30,000

Travel and Living Expenses While Training: \$2,500 - \$5,000

Real Estate Rent Deposits and Prepaid Expenses: \$18,000 - \$48,000

Furniture, Fixtures, and Décor: \$20,000 - \$40,000

Construction of Leasehold Improvements: \$50,000 - \$150,000

Initial Inventory: \$10,000 - \$15,000

Proprietary Sauce and Salsa: \$500 - \$1,000

Business Licenses and Permits: \$1,500 - \$2,500

Grand Opening Advertising: \$3,000 - \$5,000

Insurance (3 months): \$4,000 - \$6,000

POS: \$1,500 - \$8,000

Kitchen Equipment: \$60,000 - \$100,000

TV, Cameras, and other Supplies: \$2,000 - \$4,000

Signage: \$5,000 - \$8,000

Accountant and Attorney Fees: \$2,500 - \$3,500

Additional Funds (3 Months): \$40,000 - \$60,000

Total Investment: \$250,500 - \$486,000



Site Selection

We work directly with you and local commercial real estate brokers to identify locations, as well as advise you on lease negotiation. We will continue to provide support and construction insights.

Training

As part of your investment you will gain access to our comprehensive training program and operations manual. It'll prepare you and your staff to handle all aspects of the business, including proper staffing, and customer service etiquette. We'll share our knowledge with you and provide complete training on all things to help you successfully launch your new business!

Operations

It is our mission to keep your business operations as simple as possible. The simplicity of our established business operations helps you concentrate on running the business while spending time with your team members and making valuable connections with your consumers.

Marketing

We use unique marketing strategies to keep our regular customers returning and to entice new ones to join us.

Ongoing Support

In addition to our training program, you will have ongoing support and resources to help keep you and your staff knowledgeable and competitive – from startup and beyond.





Introductory call

Check!



Attend informational webinar

Check!



FDD review

Schedule a time for review



Meet the Owners

In-depth call with the founders of Hola Cabrito



Franchise agreement

Sign via DocuSign



NEXT STEPS



602-500-7484