



Pepe's Cantina

PEPESCANTINA.COM | ESTABLISHED 2015



WINTER PARK | CLERMONT | DEBARY | OVIEDO | PORT ST. LUCIE | AVALON PARK
(Pepe's Express)

AN OPPORTUNITY TO MAKE A DIFFERENCE

Pepe's Cantina first opened in 2015 and is the brainchild of entrepreneurs, Frank Chavez and Stuart Kirban. Located in Orlando, FL, Pepe's Cantina features modern Mexican fare that includes craft margaritas, tableside guacamole, and more. The model, which now has five operating locations, is fun, trendy, and convenient and the operations have been finely tuned based on its management team's vast experience in the restaurant space.

The concept fits the needs of many different types of people and demographics, allowing for a wide range of possible locations that could fit the Pepe's Cantina business model. Currently, from its five locations in Clermont, Debary, Oviedo, Avalon Park (Pepe's Express), and Winter Park, Pepe's Cantina will be franchising the Company's operations to all parts of the United States (with an immediate focus in Florida). Through franchise development, Pepe's Cantina will have the ability to operate locations in new markets and areas without the cost and management responsibilities that would come with geographically widely distributed company owned outlets. Based on the concept's initial success, there are many opportunities available, including real estate, build-outs, staffing, and strategic relationships. The brand will be focused on owner/operators who invest, own, operate and **LOVE** the Pepe's Cantina brand and philosophy.

JOIN PEPE'S CANTINA

and make a difference in your
community and your life today.





PEPE'S CANTINA IS UNLIKE OTHER FRANCHISE OPTIONS

Pepe's Cantina relies on an efficient operating system that provides modern Mexican cuisine with a tortilla-based menu that is truly unique when compared to anything available in the full service Mexican restaurant space. The original Winter Park location, along with the two additional locations launched in 2015, have been the launch pad for PR and industry recognition of the brand being launched through a franchise program to be focused in the Southeastern U.S. initially.

Pepe's Cantina offers a menu with great variety of unique dishes with a focus on tacos, salads, fajitas, chimichangas, tequila, and Mexican daiquiris. The food is made to order for each customer in an open kitchen environment. The typical franchisee will operate in a facility designed to be open and efficient, with outside seating where available, ranging from 2,200 to 3,500 square feet. The extensive menu is designed to utilize proprietary recipes and cooking styles, while making sure the restaurant can maintain consistency and reduce waste.

Pepe's Cantina has a dedication to serving high quality food at great prices with a simple but diverse selection to tempt customers to keep coming back. No matter how large a group, customers find what they are looking for and leave satisfied. Typically, a franchisee will own and operate in a highly visible location in a strip center, downtown, or freestanding store in a high traffic area with great anchor locations. Local and corporate advertising budgets will assist in driving consistent business through the doors, as well as a strong referral business based on word of mouth.

Pepe's Cantina has the opportunity to be a very strong franchise operation initially in the Southeastern United States, where it already has established (and continues to grow) a strong local following. Organizationally, the operation is very tight and the vast experience in the restaurant and food service industry has allowed Pepe's Cantina Management to focus on the most successful combination of service and quality.

Each franchisee will be required to visit Pepe's Cantina headquarters in Orlando for the initial training (or another site to be determined by Management). The franchisee will have a comprehensive understanding of how to run the business. Everything from ordering, hiring, firing, cooking, servicing, and cleaning will be addressed in the two phases of the Pepe's Cantina training program and will be enforced via the Operations Manual.



A REVOLUTIONARY OPPORTUNITY IN FRANCHISING

The Pepe's Cantina concept is designed to provide an amazing experience, delicious drinks, and fresh Mexican food to customers in a fun, casual full service atmosphere. There is great flavor, aroma, and a truly unique experience for each customer in every menu item. The price point is around \$22 per ticket and allows for a vibrant, satisfying, and extremely tasty meal for a reasonable price. The branding, look, feel, and presentation of the concept is bold yet approachable and the menu design and food options are simple and easy to understand, yet deep in culture and flavor.

The menu and product offerings are designed to satisfy customers and franchisees/investors alike. Pepe's Cantina allows for customers of all backgrounds, ages, and tastes to enjoy the amazing worldly flavors whether carrying out, or dining in for lunch or dinner.

PEPE'S CANTINA MEXICAN GRILL

- **FRANCHISE FEE**
\$40,000.00
- **ROYALTY**
5% of Gross Sales
- **MARKETING FUND**
1% of Gross Sales

PEPE'S EXPRESS

- **FRANCHISE FEE**
\$30,000.00
- **ROYALTY**
5% of Gross Sales
- **MARKETING FUND**
1% of Gross Sales



SUPPORTED BY A TEAM OF PROFESSIONALS

A member of Pepe's Cantina field support staff will visit each franchisee according to the following schedule:

- First and Second Quarters- Monthly
- Third and Fourth Quarters - Bimonthly
- Second Year and Beyond - Quarterly

It is estimated that Pepe's Cantina will need to hire one field supervisor for every 20-25 franchises in the field, on average. The Franchisor will incorporate a formalized mechanism for ensuring quality control among franchisees that will be implemented by these field supervisors. Designated staff members will perform supervision of field support duties.

In addition to field support, members of the Franchisor organization will provide the services listed below. The Franchisor must assign a specific person to cover each of these support areas (one person can be assigned to more than one task). The names of support staff members who are officers, directors, or have significant management responsibility in conjunction with franchisees will be disclosed in Pepe's Cantina Franchise Disclosure Document. The Franchisor has the responsibility to assign a person/people to each task during the development of the franchise program.

OPERATIONAL SUPPORT

Pepe's Cantina will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures.

PEPE'S CANTINA MARKETING SUPPORT

Pepe's Cantina will coordinate development of advertising materials and strategies for the benefit of all members of the franchise network. It will also supply franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop. The production and revenue/profit that is generated in this service segment will be run through Pepe's Cantina Marketing Services.

PEPE'S CANTINA PURCHASING

Pepe's Cantina or its affiliate will negotiate quantity discounts on behalf of all of its members, passing some or all of these savings on to the franchisees.

PEPE'S CANTINA ACCOUNTING/AUDIT/LEGAL

Reporting directly to Pepe's Cantina management, this department is responsible for the financial and legal oversight of franchisees.

ONGOING RESEARCH AND DEVELOPMENT

Pepe's Cantina management and leadership will continue to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability.



THE NEXT STEP

Join an emerging concept serving the increased need for a better company. Join the growing number of owners who have taken control of their futures. Join Pepe's Cantina franchise. To take the next step toward independent business ownership in the franchise industry, please fill out the form located at:

<https://www.pepescantina.com/contact>

Or if you have specific questions, please contact us at **(407) 230-7843**, and we will guide you toward the decision that could make an enormous difference for you, your family, and your community.

We appreciate your interest in the Pepe's Cantina franchise opportunity and look forward to hearing from you soon!



















