

BRINGING BOLD FLAVORS AND BIG SMILES FOR 25 YEARS

Franchise Ownership Brochure

ELEMENTS OF SUCCESS

Our practical approach to technology-driven restaurant operations puts you in control.



"This popular Mexican restaurant is home to one of the most unified tech stacks in the industry,"

Savneet Singh CEO of PAR Technologies



Pioneer & Leader in Fast-Casual Mexican.

25 year history of growth, innovation and success.

Airport presence at CLT since 2008.



ROI Driven Digital Marketing.

Every \$1 in spend generates \$8 in sales.

10,000 loyalty guests per location.

Loyalty guests spend 12% more and visit 15% more frequently.

In-house marketing agency.



Flexible Footprint

Experts at converting second generation spaces.

Prototype ranges from 1,800 to 2,600 square feet.

Drive-thru Option.

Value-engineered build out.



21% of system sales

Catering Innovation & Leadership In-house catering call center.

Consistent samestore catering sales growth Established systems to drive catering sales growth.



Technology Leader

Unified technology stack integrating thirdparty, POS and kitchen displays.

Al recruiting tools.

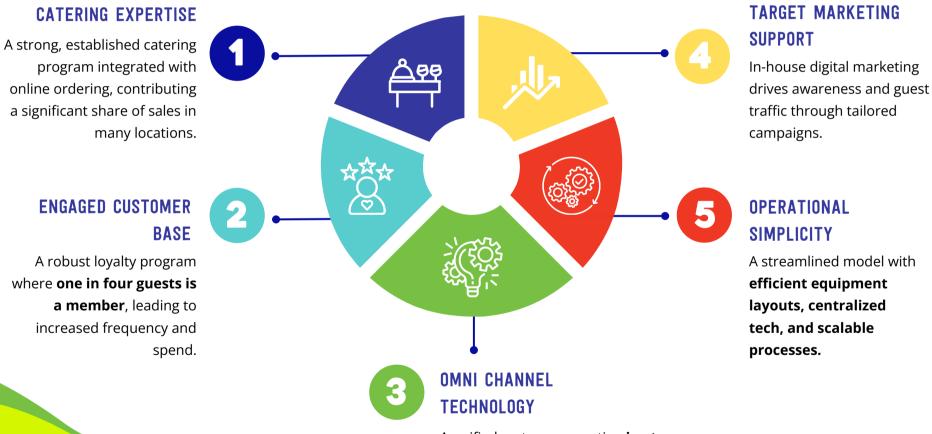
One-Tap loyalty enrollment via Apple Pay.

WHY SALSARITA'S?

Looking to expand your restaurant portfolio with a concept that combines fresh, fast, and flexible Mexican cuisine with a strong support system? Salsarita's Fresh Mexican Grill has been delivering bold flavors and operational efficiency for **25 years**—a proven brand ready for growth.

With 70 locations across 15 states, Salsarita's operates in both traditional and non-traditional formats, from 1,800 sq. ft. endcaps to high-traffic airports, campuses, and transit hubs. Many multi-unit operators choose Salsarita's to diversify their holdings, with flexible real estate options that fit a variety of spaces.

WHAT SETS SALSARITA'S APART



A unified system supporting **in-store**, **drive-thru**, **curbside**, **app**, **third-party**, **and catering** for operational efficiency.

BY THE NUMBERS

AUV OF TOP 1/3 OF TRADITIONAL LOCATIONS

\$1,904,787

Middle 1/3 is \$1,115,782

AUV FOR THE TOP 1/3 OF TRADITIONAL RESTAURANTS HAS GROWN 22% SINCE 2018

Overall AUV has grown 14% in that time period

55% OF FRANCHISEES OWN MULTIPLE SALSARITA'S

91% OF OUR FRANCHISEES ARE MULTI-UNIT OPERATORS

2/3 OF OUR FRANCHISE OWNERS ARE MULTI-CONCEPT OPERATORS

NEARLY 1 IN 4 GUESTS IS A SALSARITA'S LOYALTY MEMBER



REAL ESTATE



Highly Adaptive design and layout in as little as 1,800 Square Feet.



Extensive experience in 2nd generation conversions.



PROMINENT END-CAP, DRIVE-THRU WITH PATIO PREFERRED



10-MI TOTAL POP. - 150K

10-MI HH INCOME >\$90K

DAILY TRAFFIC COUNT: >8K

NEXT STEPS

Salsarita's is an established brand with a strong foundation and room for expansion. If you're looking for a growth-oriented concept with proven systems and a flexible footprint, let's discuss bringing Salsarita's to your market.

get FRESH with us!



