



\$1,561,858
TOP THIRD
FRANCHISED
RESTAURANTS AUV

ACCORDING TO 2022 FDD
*SEE PAGE 3 FOR ADDITIONAL INFORMATION

OUR STORY

Our name Rusty Taco comes from our founder Rusty Fenton, who along with his wife Denise opened the **first Rusty Taco location in Dallas, TX**, in 2010. Rusty was passionate about food, especially tacos, and it was his dream to open a neighborhood taco stand. After many travels and food experiences shared with his family, Rusty's dream became a reality when he opened the first Rusty Taco in a converted gas station on Greenville Avenue in Dallas, TX.

Rusty also believed in serving the community and creating a place where people from all walks of life can come together and feel welcome. In keeping with that tradition, we hope you grab a seat, some tacos, and kick back with one of our famous Rusty Margaritas (always made with fresh lime juice and cheap tequila!), because as Rusty always said,

**"TACOS ARE
the most
IMPORTANT
meal of
THE DAY[®]"**

Rusty



OUR FOUNDER, RUSTY FENTON

ABOUT US

Spreading the Taco Love! Rusty Taco is a fast casual taco concept bringing the traditional taco stand experience to local communities, serving up authentically inspired street style tacos.

We are passionate about what we do and keep our menu fresh and simple, serving **authentic and creative Mexican street-style tacos** and breakfast tacos served all day. Our sides and salsas are made fresh from scratch, along with our signature Margaritas, always made with fresh lime juice and a little bit of crazy.



WHY RUSTY TACO?

- **1,561,858** Top Third Franchised Restaurants AUV According to 2022 FDD*
- Flexible prototype formats including full bar options or standard format with counter service
- Backed by the power of Inspire Brands, the 2nd largest restaurant company in the US
- Incentive programs available for new market development and veterans
- Integrated online ordering platform with direct connection to 3rd party delivery
- Multiple dining occasions including **4 day parts**: breakfast, lunch, happy hour and dinner, and serves breakfast tacos all day long, a popular current trend
- Simple menu focused on street tacos that also includes a wide variety of options for the guest
- Available markets across the US
- Appeals to a wide customer base and attracts diners across all income brackets
- Mobile Order Pick-up Window options to maximize guest convenience

*Average unit volume reported by the top 9 of 28 franchised restaurants that operated for the entire 2021 Fiscal Year. 4 of 9 (44%) franchised restaurants surpassed this average. Your individual results may differ. There is no assurance that you'll sell or earn as much. for the entire 2021 Fiscal Year. 4 of 9 (44%) franchised restaurants surpassed this average. Your individual results may differ. There is no assurance that you'll sell or earn as much.

INVESTMENT AND INCENTIVES

START-UP COSTS:

- Estimated Start-Up Costs range from \$531,900 to \$897,450

MILITARY:

- We offer a military discount to veterans who present to us a certified DD214 issued by the U.S. Department of Defense. The discount is 50% off the initial franchise fee for each Franchise Agreement. We will apply the prorated discount for each Franchise Agreement towards the development fee payable under your Development Agreement.

DEAL TYPE	2023 OPENINGS ROYALTY (CFF) ¹	2024–2025 OPENINGS ROYALTY (CFF) ²
NEW DEAL SIGNED BY END OF MARCH 2023 (“STANDARD ADOPTER”)	0% FIRST 0–12 MONTHS 2% MONTH 13 – 24 4% MONTH 25 – 36 5% REMAINING TERM	1% FIRST 0–12 MONTHS 2% MONTH 13 – 24 4% MONTH 25 – 36 5% REMAINING TERM
“BEAT THE CONTRACT” Stacks on Standard Adopter, encouraging beating contractual open date by at least 3 months	OPEN AT LEAST 3 MONTHS EARLY Receive 6 months @ 0% royalty, then incentive kicks in	OPEN AT LEAST 3 MONTHS EARLY Receive 6 months @ 0% royalty, then incentive kicks in

1. For restaurants opening in 2023, the incentive provides for 0% royalty for the first 12 months, 2% for months 13-24 and 4% in months 25-36. Get 0% for 6 additional months if you beat your development commitment opening date by at least 3 months.

2. For openings in 2024–2025: 1% first 12 months, 22% for months 13-24 and 4% in months 25-36. The royalty beyond month 36 is the standard contractual royalty.



FRANCHISEE ROLE

Franchisees are responsible for the following:

- Believe in and embody our brand values
- Develop multiple Rusty Taco units in your territory
- Run day-to-day operations of the restaurant
- Serve great food in a fun, friendly atmosphere
- Execute local store marketing initiatives in your community
- Follow the operational processes and standards set forth by Rusty Taco, Inc.

FRANCHISEE CRITERIA

Rusty Taco requires our franchisees to meet the following to own and operate a minimum of 2 Rusty Taco restaurants:

- Liquid Capital of \$500,000
- Net Worth of \$1,000,000+
- Multi-unit experience required
- Demonstrated enthusiasm, drive and passion in the restaurant industry





REAL ESTATE & CONSTRUCTION

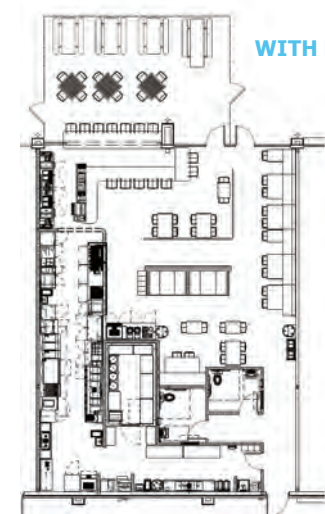
Our Directors of Real Estate will make a personal visit to your market to offer support in identifying potential sites, and will work with you and your local broker in your designated market.

SITE CRITERIA:

- Minimum of 75,000 population in a 5 mile radius
- Average median income of \$50,000+
- 2,400 to 3,000 square foot end cap, existing free standing or urban storefronts
- Excellent: tenant base, visibility to traffic patterns, ingress / egress and signage opportunities
- Adequate parking with one dedicated to-go space
- Designated patio is required
- Opportunity for drive-thru / pick-up windows
- Non-traditional opportunities will be evaluated on an as needed basis

Franchisees are responsible for sourcing an architect and general contractor. Rusty Taco, Inc. has recommended architects and general contractors if needed. The Rusty Taco design team will review all architectural plans and a Director of Construction may perform site visits to help franchisees meet our building requirements.

FLEXIBLE PROTOTYPE PLANS



TRAINING & NEW RESTAURANT OPENING

Franchisees will be responsible for attending a 4 to 5-week training program in Dallas, Texas. The goal is to provide you with the knowledge and tools to operate a great Rusty Taco restaurant. All costs associated with training will be the responsibility of the franchisee to include: travel, lodging, meals, and wages- if applicable. On-going training will be conducted after the store opens.

For your first Rusty Taco restaurant, our new restaurant opening team will provide 10 days of on-site restaurant opening assistance. NRO Marketing guidance will include local marketing strategy, PR, and community engagement.

FRANCHISE OPERATIONS & MARKETING SUPPORT

Our operations team will work in conjunction with our franchisees to maximize their business opportunity in areas of Operations, Training, and Marketing, and will provide ongoing business support and consultation, including:

- Support in areas of great people development and operational excellence
- Ongoing brand standards reviews and coaching
- Business growth consultation, local marketing strategy, PR and community engagement
- Future site selection, growth plans and business development
- In house creative team for marketing materials



THANK YOU FOR CONSIDERING RUSTY TACO

What began as a simple, family-operated taco stand has now quickly blossomed into a leading edge fast-casual restaurant concept. Validated by our lines of happy customers, our goal is to find franchisees who sincerely believe in the Rusty Taco concept and vision.



INSPIRE
Brands

CONTACT US TO START TURNING YOUR TACO DREAMS INTO REALITY

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