



# Zócalo

FRESH • HAPPY • MEX

## FRANCHISE PROSPECTUS





## BACKGROUND

Zócalo has its origins in the traditional taquerias and street food vendors of the Mission District in San Francisco. An area where traditional Mexican cuisine meets fresh Californian food culture. We call our food philosophy Fresh Happy Mex

The idea for Zócalo™ occurred to founders Emil Lárusson and Einar Einarsson when, fresh out of college, they went backpacking around South America in 1998. They opened their first restaurant in Iceland in 2002 under the name Serrano. There are now 10 Serrano restaurants in Iceland and the chain is a leading brand in the Icelandic market.

Their first Swedish restaurant opened in 2010 and there are currently 12 Zócalo restaurants across Sweden today – five in Stockholm, four in Gothenburg and three in other cities.

Zócalo has racked up a range of prizes in Sweden, including Best Fast Food of the Year (Arla Guldko, 2012), Tastemaker of the Year (Restauranggalan, 2011) and Fast Food Restaurant of the Year (Fast Food Awards, 2013). Zócalo has one restaurant in Copenhagen, Denmark and in 2018 was nominated as Street Food restaurant of the year.

Our business is based on selling fresh, healthy and high quality Mexican fast food in a modern and fresh environment. Our food is good value and made from the best possible ingredients. We are also honest with our customers and always display the ingredients we use, so our customers know exactly what they are getting and can rest assured that Zócalo™ serves food they can feel good about eating.

# CONTENTS

Background .....	2
Our values .....	4
Our food .....	6
Your Zócalo restaurant.....	8
General information about franchising.....	10
The concept .....	11
Finances .....	12
Training .....	13
Our franchisees .....	14
Our franchising process .....	15



## OUR VALUES

### **Fresh Happy Mex**

We sell fresh, delicious and healthy Mexican fast food that our guests can feel good about eating, in a fresh and modern environment, and always with a smile on our faces and a positive attitude towards both our guests and ourselves.

### **Honesty**

We serve honest food. Our guests can see all the ingredients we use in our food both on our website and on their receipt. This is our way of showing that we are proud of the food we serve at Zócalo

### **Openness**

We act professionally and appropriately at all times and consider it important that both our franchisees and the parent company are profitable at all times.

### **Simplicity**

We believe in simple procedures. Running a Zócalo restaurant should be a simple and enjoyable experience.

### **Quality**

Quality permeates all that we do at Zócalo. From how we select our produce through to all the procedures that we follow on a daily basis in order to ensure our guests enjoy the best experience possible.

## OWNERSHIP STRUCTURE

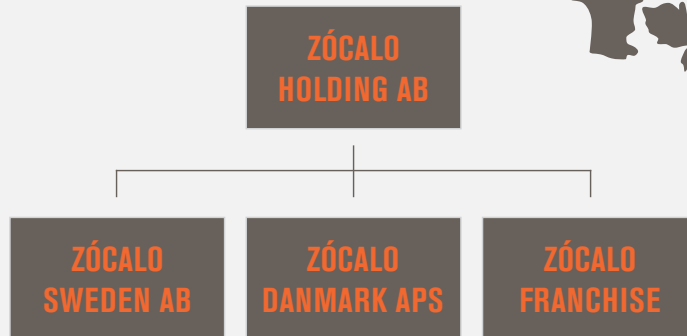
Zocalo Franchise AB is owned by Zócalo Holding AB which is in turn owned by Serrano Nordics EHF & Gavia Food Holding AB

## CEO / MANAGEMENT

Einar Örn Einarsson is a co-founder of Zócalo™ and the company's present CEO. Joachim Kilman is the chief operating officer. Benny Nybro is our head chef and quality manager.



## OUR RESTAURANTS





## OUR FOOD

### **BURRITOS - BOWLS - QUESADILLAS - TACOS - NACHOS - SALADS**

Our food is inspired by the taquerias of San Francisco's Mexican neighbourhood - the Mission District. An area where traditional Mexican cuisine meets fresh Californian food cul-

ture. Our food philosophy is Fresh Happy Mex - Mexican food cooked from scratch and made with carefully selected ingredients.

## UNIQUE ZÓCALO DISHES

We offer a wide selection of unique Zócalo dishes. Five different burritos, three tacos, three salads, quesadillas, Mexican tortas, nachos and a snacks menu with a range of small dishes. All dishes come with a choice of five different protein options – chipotle-marinated chicken, pork carnitas, barbacoa chuck roast, veggie strips or pulled veggies.

## HONEST FOOD

Honest food is our way of being completely transparent towards our customers. You can see all the ingredients we use in our food on our website and on each individual receipt. This helps the customer make good and informed choices.

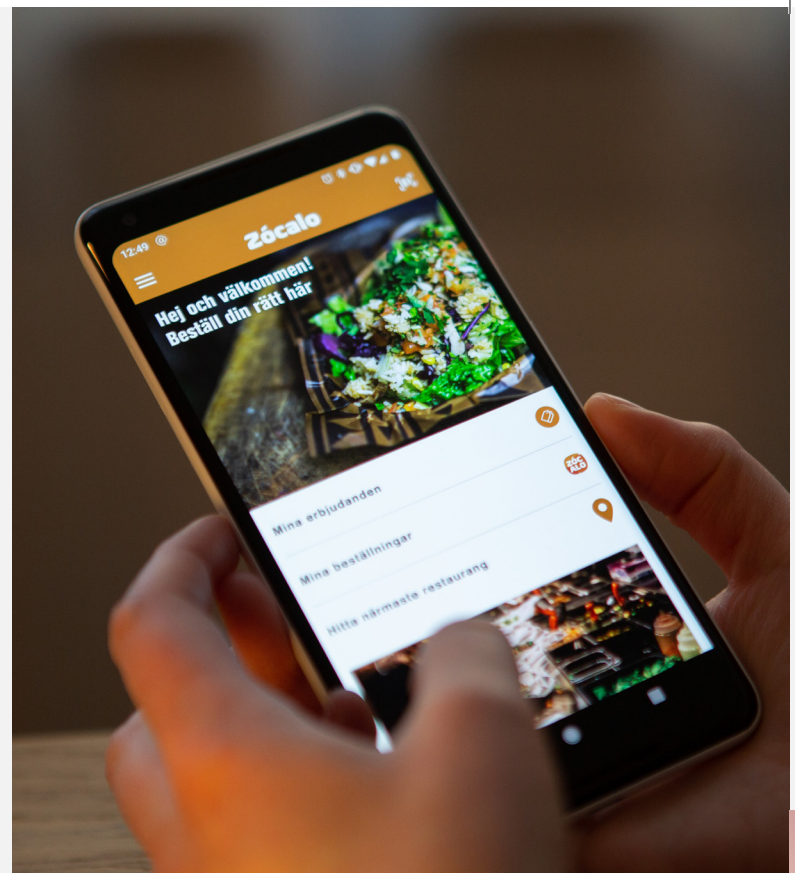
## VEGAN AND VEGETARIAN FOOD

We have plenty of vegetarian and vegan options. Our staff can make all vegetarian options completely vegan by changing our dairy-based sauces to plant-based sauces.

## ALCOHOL

We serve various brands of Mexican beer, as well as our own margaritas and other Mexican cocktails.





## YOUR ZÓCALO RESTAURANT

Zócalo restaurants currently range from 12-300 square metres in size, with between 4-150 seats. Zócalo restaurants can be located in city centres, shopping centres, train stations and even at drive-through locations. We can adapt our concept to different premises.

All of our food is placed on a serving table in the kitchen and the various dishes are combined together when orders come in from the till. This makes it easy for customers to skip ingredients that they don't like or to add extra ingredients (such as extra meat) to their meal. We believe it is very important for our customers to know what is in our dishes and to have the option to consciously add or remove ingredients in accordance with their preferences.



## MODERN DESIGN

Unique restaurant design by HAF Studio. A colourful design that gives our guest a comfortable restaurant experience that is unique to Zócalo. We have outlets in food courts with no seats of our own as well as our own restaurants with up to 100-150 seats.

## ORDERING

Our guests order at the bar and can sit down while we prepare their food. When the order is ready, guests collect their food from a kitchen window. We also have an app with ordering and payment functions.

## SMART AND EFFICIENT

We have been running Mexican fast food restaurants since 2002 and have established a number of simple and secure procedures that can help you run your business efficiently. These include everything from internal control procedures through to advanced till systems using our own app with ordering and payment functions.



# GENERAL INFORMATION ABOUT FRANCHISING

Franchising means that a company with a successful and proven business concept for the sale of goods and/or services gives others the chance to apply this business concept in their own operations for a fee. It is a business model that is used within many sectors and industries internationally.

In other words, franchising is a method for collaboration between companies that distribute goods and/or services using a common concept. The concept and brand are owned by the franchisor. The concept and the brand are made available for use by the franchisee in exchange for payment. The franchisee gets help establishing their business as well as ongoing support and service in various different forms and the right to make use of the knowledge and experience possessed by the franchisor.



## THE CONCEPT

**Your business:** As a franchisee in the Zócalo™ chain, you run your own company which in terms of ownership is completely separate from Zócalo Franchise AB.

**Rights:** Franchisees are given the right to run their own business unit in accordance with the Zócalo™ concept. This right also includes access to support, services and supplier agreements that are provided by Zócalo Franchise. The right is not unlimited but rather linked to a specific restaurant or geographic area.

## BEING A FRANCHISEE PRIMARILY INVOLVES:

- managing and running your local business in accordance with our concept.
- selling and developing customer relationships within the market area.
- purchasing materials and products from Zócalo™ or from approved suppliers and partners.
- attaining and retaining profitability in your local business.
- undertaking local marketing efforts in harmony with the central marketing efforts undertaken by Zócalo™.
- participating in chainwide activities such as training courses, conferences, etc.

## OUR OBJECTIVE

Our objective is for each of our franchisees to build up a successful business with good profitability and to develop their business over time, hiring more staff and gaining the trust of more customers. We also hope that your business shall grow in value and that as the owner of a franchise unit, you

shall have the right and the opportunity to sell your business to somebody else who would like to continue operating the business within the framework of the Zócalo™ concept. The goal is quite simply to develop a good and sound business for the franchisee.

# FINANCES

As a franchisee with the Zócalo™ chain, you will pay a number of fixed and recurring fees which fund concept development, joint advertising and training, in addition to other things. The following provides you with a summary of the different fees and what they are used for.

- **Start-up fee**

For new units, the franchisee pays a start-up fee of €25.000. The start-up fee covers the costs of recruiting and training the franchisee.

- **Franchise fee**

The franchise fee is a recurring fee based on the franchisee's monthly sales (excluding VAT). The franchise fee is our compensation for your right to use the Zócalo™ concept and for the services and support that you are entitled to as a franchisee.

- **Central activity fund**

Fees paid into the central activity fund amount to two per cent of the franchisee's turnover (excluding VAT). This fund is then used to market the Zócalo™ chain on a national, regional and local level and for other common activities which aim to strengthen the chain's brand and to drive sales. The fund can also be used to finance other measures that are aimed at improving quality such as training, experience exchanges and product development.

- **Furnishings and equipment**

Each franchisee agrees to buy furnishings and equipment from the inventory lists that are drawn up for the unit in question to a value of approximately €250.000 for a unit of normal size (around 150 square metres). The franchisee must also perform construction work in accordance with the interior design proposals that are to be approved by both parties.

# TRAINING

## Product/menu training

Simplicity permeates our entire concept, and product training will involve a short internship at one of our existing restaurants.

## Sales training

We place great focus on sales training in order to optimise the financial situation of our business

## Personal development

Zócalo™ has extensive experience within personal development and we strive to always share our insights with our franchisees. We work towards goals, adopting the right mindset and securing the things we need to succeed.

## Conferences

Zócalo™ franchisees meet at least twice per year for a conference with an overnight stay. Appraisals, sales training, recognition, goals and personal development are all items that tend to feature on the agenda.





## OUR FRANCHISEES

### Jonas and Malin

Jonas and Malin run four Zócalo restaurants in Gothenburg. Before working with Zócalo, they both had experience working as managers for McDonald's in the cities of Kalmar and Gothenburg.

*"We are convinced that delicious, healthy and fresh food is the way forward. And we would like to be a part of that journey, bringing wholesome Mexican food to people and helping build a strong brand. As a franchisor, Zócalo offers a tight working relationship that is based on values. Our franchisor is a good listener and decisions can be made fast. An important value is that as franchisees, we are able to influence a lot of the decisions about where we are headed in the future."*

### Sanharib

Sanharib has been running his restaurant in Uppsala since 2018.

*"Zócalo has been a great franchisor and they have been quick to help me with all my questions. Our customers love the concept and as franchisees we get great help from Zócalo Franchise in everything from how to manage our accounts through to the way we open our restaurant every morning"*

# ARE YOU THE RIGHT FIT FOR ZÓCALO? WE WANT YOU TO

- love our restaurant concept.
- have an orderly financial situation with room for investment
- be outgoing and sociable with excellent customer service experience
- to consider your franchise as a long-term investment
- to be business-minded with a focus on service and quality



## OUR FRANCHISING PROCESS

1. Gather information  
This brochure contains all the information you need to know about Zócalo. For even more information, visit [www.zocalo.restaurant](http://www.zocalo.restaurant)
2. Get in touch  
Register your interest via [www.zocalo.restaurant](http://www.zocalo.restaurant) and we will contact you.
3. Agreement  
Once we have reached an agreement, we will draw up a franchise agreement and you will officially become part of the Zócalo family.
4. Training  
We will teach you everything you need to know about running a Zócalo restaurant. Everything from how to greet customers through to closing the restaurant every day.
5. Your restaurant  
We will help you to plan out your restaurant and purchase all the equipment you need.
6. Here we go!  
Once your restaurant is ready you can get started. Congratulations! We will provide you with ongoing support to help you develop your restaurant and improve your financial results.

## CONTACT INFO

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