Come Discover What Makes





Sombrero Tacoria So Special

Our History





Our Mission

To serve the freshest, most flavorful food that the entire family will enjoy

Our Vision

To become an extension of the family dining table



Our Core Values

Customer Focused

We celebrate each guest with a personalized culinary experience and welcome their feedback.

Working Together

Our success comes from the unity of our team, working hand-in-hand together.

Consistency

We deliver a consistent experience in every bite, across every item on the menu.



Everyone knows their role and how to be efficient, creating a smooth operation.



Why Own a Franchise



Mexican Restaurant Industry

Mexican-style food has become a mainstream constituent of the American diet

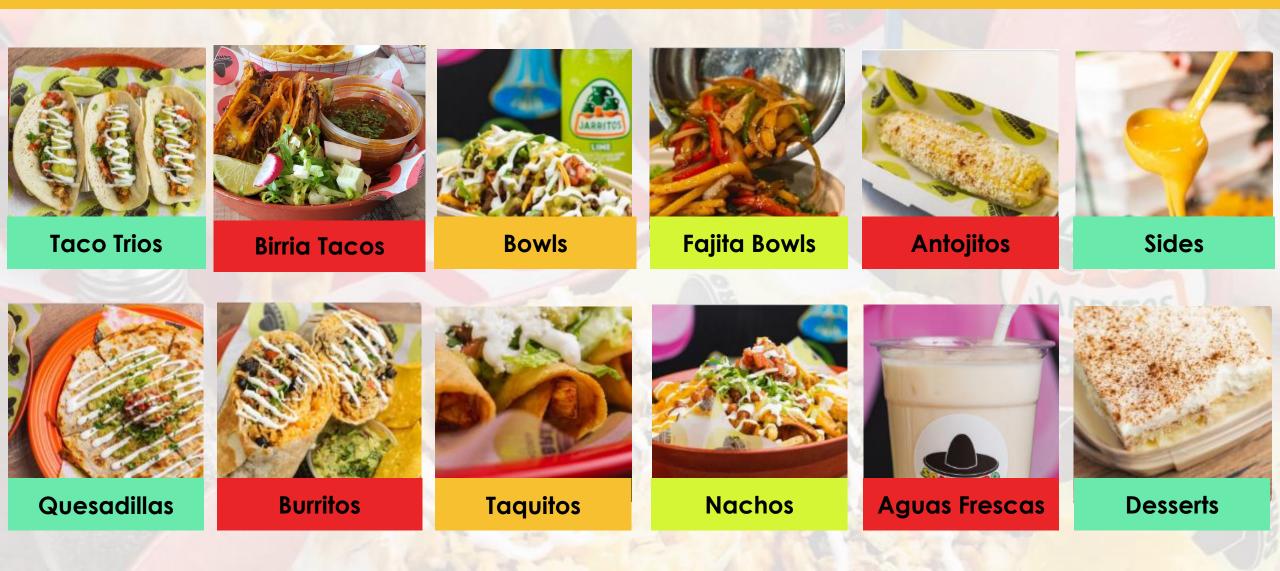
Mexican Restaurant industry in the US projects revenue will grow to \$84.6 billion over the five years to 2028	\$84.6B	1.1%	Mexican Restaurant industry revenue will increase by 1.1% on an annualized basis to 2028
Industry revenue will grow at a CAGR of 0.8% over the five years to 2028	0.8%	18%	US Census states the Hispanic population accounts for an estimated 18.3% of the total US population and is increasing

Mexican Restaurant Industry

The industry will experience a growing market outside its traditional Hispanic and urban demographics

- The Mexican Restaurants industry will experience increased attention from nonethnic majority populations
- Fast-casual restaurants will likely outperform full-service restaurants as consumers put a
 premium on service speed
- Fast-casual restaurants also offer lower prices than full-service restaurants, attracting consumers who continue to seek value for money when dining out
- Fast-casual chain Chipotle Mexican Grill Inc., which specializes in burritos and similar Mexican-influenced cuisine, has increased by offering consumers high-quality food at an affordable price point

Our Array of Menu Options



General Investment Breakdown

FDD – Key Expenses*	Low	High
Single Unit Franchise Fee	\$35,000	\$35,000
Construction, leasehold improvements	\$110,000	\$215,000
Lease Deposits, Rent (3 months)	\$9,321	\$24,273
Furniture & Fixtures	\$16,500	\$30,000
Equipment	\$112,500	\$167,600
Signage	\$3,500	\$10,000
Computer/Software	\$8,570	\$18,100
Grand Opening Marketing	\$5,000	\$15,000
Initial Inventory	\$9,000	\$13,000
3-months working capital	\$73,747	\$113,384

Total Investment range from \$407,910 to \$680,433

Ongoing Fees & Investment

Ongoing Investment	Fees*	
Royalty	5% of Gross Revenue/week	
Brand Fund	1% of Gross Revenue/week	
Local Marketing	1.5% of Gross Revenue as incurred	
POS System Fee	\$70/month	
Technology Fee	Up to \$750/month	
Software Fee	\$125/month	

Sombrero Tacoria Ownership Benefits

- An \$84.6 Billion/year Mexican Restaurant industry*
- Proven business model (4 open locations) and strong financial performance
- Well-established operations processes and procedures
- A diverse array of fresh menu options for take-out, delivery, catering, box lunches and family style dinners
- Family based operation, easily trained thus no need for a trained chef
- Simple fit out for a fast-casual restaurant with space options ranging from 1,000 to 2,000 sq feet (with and without seating)
- Online ordering (app), pick up and delivery (Grubhub, DOORDASH, Uber Eats)
- Available for multi-unit candidates

* IBIS World: Mexican Restaurant industry, Feb 2023

Come and Join Our

