

Come Discover What Makes



Sombrero Tacoria So Special

Our History

2018
Opened the Sombrero Tacoria Food Truck in Patterson, NJ



2019
Opened 1st location in Totowa, NJ



2020
Opened 2nd location in Ridgewood, NJ



In 2023, the road to franchising begins



2023
Coming soon 5th location in Pompton Lakes, NJ



2022
Opened 4th location in Nanuet, NY



2021
Opened 3rd location in Clifton, NJ



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.



Communication

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

A collage of Mexican food items. In the top left, several tacos are served on a red plate, filled with meat, cheese, and vegetables. In the top right, there are bottles of Jarritos hot sauce and guava soda. In the bottom left, a pepper grinder is visible. In the bottom right, two large burritos are shown, filled with rice, beans, and vegetables, topped with a white sauce. The background features a yellow banner with a pattern of green and orange shapes.

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



Taco Trios



Birria Tacos



Bowls



Fajita Bowls



Antojitos



Sides



Quesadillas



Burritos



Taquitos



Nachos



Aguas Frescas



Desserts

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

*Details in Item 7 of current FDD

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

*Details in Item 6 of current FDD

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

Come and Join Our



Sombrero Tacoria Family