

**MADE IN MEXICO**  
IMPORTED TO YOUR COMMUNITY

JOIN OUR TEAM AND GET  
THE BENEFIT OF MORE THAN  
30 YEARS OF EXPERIENCE  
AND SUCCESS IN THE CASUAL  
DINING RESTAURANT INDUSTRY.

TÍO JUAN'S  
**MARGARITAS**  
Mexican Restaurant



TIO JUAN'S  
**MARGARITAS**  
MEXICAN RESTAURANT  
IS ACTIVELY SEEKING  
**NEW FRANCHISEES**



*Become part of a rapidly growing company*

**A DEDICATION TO HIGH STANDARDS, GUEST HOSPITALITY WITHOUT BOUNDARIES AND, OF COURSE, SERVING THE BEST TASTING MARGARITA ON THE PLANET.**

Our concept has been greatly refined since its inception, but four core objectives have remained unchanged: our focus on quality food, serving the best Margaritas, providing value and offering an entertaining authentic Mexican atmosphere.

While Margaritas is an industry leader in providing top notch food and drinks, we also take great pride in

our unique, authentic décor and our commitment to enhancing the community through education. We visit Mexico regularly to study the food and culture. Striving to immerse our customers into the spirit and culture of Mexico, we create our menu and restaurants based on our travel experiences. Our restaurants are galleries of hand-crafted, one of a kind artwork that evoke the color, excitement and history of the vibrant Mexican culture.

We believe in a supportive relationship with Franchise owners/operators to utilize everyone's experience and knowledge in building a Company that nurtures intense guest and staff member loyalty and financially capitalizes on one of the highest beverage to food mix ratios within the full-service, casual dining industry. As a Franchisee, you benefit from our three decade long unwavering commitment to high quality, fun, festive, family friendly atmosphere and amazing guest service.

# *Margaritas* **FRANCHISING PROCESS**

## **COMPLETE AND SUBMIT THE REQUEST FOR CONSIDERATION**

Submitting this Request for Consideration tells us more about you and your intentions for acquiring a Tio Juan's Margaritas franchise. After we receive this information, you will be sent a Tio Juan's Margaritas franchise information package as well as a franchise application.

## **COMPLETE THE FRANCHISE APPLICATION**

We are looking for multi-unit franchisees that meet the minimum financial requirements to develop a minimum of three locations. The associated project cost ranges and fees and expenses are found in the Tio Juan's Margaritas Franchise Disclosure Document (FDD).

## **APPLICATION REVIEW AND PROCESSING**

When we receive the completed application and related required documentation, we initiate credit, business and personal reference checks to verify all submitted information. Once we have reviewed this information, if approved, the Vice President of Franchise Operations (VPFO) will set up your first personal meeting in one of our Tio Juan's Margaritas locations.

## **PERSONAL MEETING IN A TIO JUAN'S MARGARITAS RESTAURANT**

Your initial meeting will be held in one of our Tio Juan's Margaritas restaurants with the Vice President of Franchise Operations (VPFO). At this meeting you will discuss your copy of the Franchise Disclosure Document (FDD) sent to you electronically prior to the meeting. The VPFO will briefly discuss the FDD and ensure all necessary signatures are in order. Next, the VPFO will explain the Tio Juan's Margaritas brand and the possibility of you becoming a franchisee. You will come away from this meeting with a better understanding of what is required to be a successful member of the Tio Juan's Margaritas franchise family.

## **EXISTING RESTAURANT OPERATIONS EVALUATION**

If you currently own and/or operate existing restaurants, a representative of Margaritas Management Group will schedule a visit(s) to assess your existing restaurant operations.





## **EXECUTIVE MEETING**

Prior to this meeting, we request the potential franchisee thoroughly review our Franchise Disclosure Document, discuss the Tio Juan's Margaritas concept with your partners or associates, and then submit your preliminary business plan. This personal meeting is set up to help answer any questions you have regarding the FDD, to meet with the Margaritas Management Group President, Chief Financial Officer, the Vice President of Franchise Operations and other members of the Margaritas Management Group executive team, and to discuss your market development plan. In addition, at this meeting, you will learn more about our franchise program and the support we offer, such as marketing, training, and information technologies. We will discuss your responsibilities to the franchise system, your personal qualifications and business objectives. This time is also used to review your business plan.

## **EXECUTIVE COMMITTEE APPROVAL AND DOCUMENT PREPARATION**

After this meeting, the executive committee will review all submitted information and make the determination whether to proceed into a long term business relationship with you and your associates. If favorable, the actual timeline and terms will be agreed upon, and the documents will be prepared.

## **EXECUTION OF DOCUMENTS AND OWNER ORIENTATION**

You will be provided the Franchise and Area Development Agreements, and an appropriate signing date will be set. Upon execution of these documents and remittance of the fees, arrangements will be made to begin your orientation at Margaritas Management Group in Portsmouth, New Hampshire. At this orientation you will spend time with each of the franchise support departments and certain members of the executive team.

## **SITE SELECTION AND CONSENT**

After you have selected your site, you must submit a complete site package and request for approval to the executive committee. The executive committee will then review your information, and evaluate the site. You will be then notified of the approval decision on your proposed site.

## **TRAINING**

You or the Franchisee's operating principal and management team will then be scheduled to attend our management training program, which involves 11 weeks of on-the-job training in a Tio Juan's Margaritas restaurant as well as training seminars at Margaritas Support Center offices. You will receive all Tio Juan's Margaritas operations and training manuals to supplement your staff training, including our New Restaurant Opening (NRO) process manual. As with most new restaurant openings, a certified training team from Tio Juan's Margaritas will be there to support your opening and assist with additional staff training for the first two restaurants.

## **PRE-OPENING**

Prior to your restaurant's opening, a Tio Juan's Margaritas New Restaurant Opening (NRO) team will be assigned to your unit to assist your managers with onsite training of your staff. They will receive guidance in serving procedures, menu knowledge and testing, and other operational aspects associated with their position. Your assigned Franchise Business Consultant (FBC) will also be directly involved. The Tio Juan's Margaritas NRO team will remain during the actual opening, and for several days after the opening for the first two restaurants.





## **ONGOING SUPPORT**

Margaritas Management Group will assist and support you with one of the best support systems in the casual dining industry. We will support you in the areas of purchasing, marketing, development, construction, research and design, and information technologies.

## **MINIMUM FINANCIAL REQUIREMENTS**

- Minimum liquidity of \$550,000 and a minimum net worth of \$750,000 statement
- Credit, business and personal references
- Balance sheet, P&L, cash flow statement per existing restaurant/business
- 5 year business plan
- Satisfactory pro-forma P&L for first restaurant and satisfactory restaurant level profitability for restaurants within territory

## **EXPANSION REQUIREMENTS**

Based upon the size and demographic market data of the development area, requirements will be determined prior to signing the Franchise and Area Development agreement. Development is normally a three unit minimum and the development schedule will be mutually agreed upon. No single locations.

## **TRAINING REQUIREMENTS**

The franchisees, operating partners, and their management team will be scheduled to attend our management training program, which involves 11 weeks of on-the-job training in a Tio Juan's Margaritas training restaurant and training seminars which will be held at Margaritas Management Group in Portsmouth, New Hampshire. You will receive operations manuals to supplement your training, including our New Restaurant Opening (NRO) process manual.



# FRANCHISING OPPORTUNITIES



## REQUIRED DOCUMENTATION

- Completed Tio Juan's Margaritas franchise application
- Most recent two years' financial statements (balance sheet, income statement and cash flow statement) for persons or legal partners
- Credit, business and personal references
- Balance sheet, P&L, cash flow statement per existing restaurant
- 5 year business plan
- Satisfactory pro-forma P&L for first restaurant and satisfactory restaurant level profitability for restaurants within territory

## FRANCHISEE PROFILE

- Have an infrastructure dedicated to the development of our brand
- Have local knowledge and expertise in the areas of consumer preferences, real estate, government regulations, labor and distribution issues
- Have access to adequate capital
- Similar goals, objectives, and values as Margaritas Management Group

Currently, there are franchising opportunities available in many prime areas of the United States. We are looking for qualified candidates to become a part of our growing company. Note: The information contained in this brochure is not an offer to sell nor solicitation of an offer to buy a Tio Juan's Margaritas Franchise. All information submitted to Tio Juan's Margaritas is used only to assist in the prescreening of potential franchisees



# *Tio Juan's Margaritas* **CORPORATE SUPPORT**

As a franchisee in the Tio Juan's Margaritas system, you will have the benefit of our more than 30 years of operations in the casual dining restaurant industry. Your opportunity for success is greatly increased because of our ongoing commitment to provide you, your people, and your restaurant with a comprehensive approach to development, training and operations support. For complete clarity and to assist in answering your questions, please refer to the Franchise Disclosure Document (FDD).

## **REAL ESTATE DEVELOPMENT**

Margaritas Support Center provides advice and counsel to franchisees on matters related to development, real estate, and design and construction of units.

## **PURCHASING**

Margaritas Management Group will assist you by providing advice and counsel on setting up your distribution systems based on our national purchasing programs, along with communicating how our purchasing programs work for necessary equipment, furniture, fixtures, décor and smallwares.

## **MARKETING**

The Margaritas Management Group Marketing Department provides the following support and material specifications for the franchise community:

- Menus
- Creative material access
- Direct mail programs
- Promotional materials
- Local Restaurant Marketing (LRM) materials
- Social Media Support

## **CULINARY**

Margaritas Support Center provides the following support and material specifications for the franchise community:

- New item approval for franchisees
- Quality and food portion control
- Limited Time Offer (LTO) promotional menus
- Effective food service operations
- Communication of menu related information (policies, procedures, changes, etc.)
- Beverage and inventory management
- New menu rollout information

## **TRAINING**

Margaritas Support Center provides the following support and training specifications for the franchise community:

- Management training
- New Restaurant Opening (NRO) training
- Workshops, seminars and materials





## *Join Us*

To find out more about the fun, rewarding and exciting opportunities that are currently available at Margaritas Mexican Restaurant, visit our website today at:  
[margs.com](http://margs.com)

or contact us at:  
Margaritas Support Center  
200 Griffin Road, Suite 1  
Portsmouth, NH 03801  
603-430-8905

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