



District Taco Franchising

FRANCHISING.DISTRICTTACO.COM | 855-234-9985

WHAT MAKES THE DISTRICT TACO FRANCHISE SO UNIQUE?

OUR STORY

In 2009, friends and co-founders Osiris Hoil and Marc Wallace started selling breakfast tacos from a food cart in the Metro DC area. The authentic recipes were from Yucatán, Mexico, where Osiris was born and raised. Today we have 14 corporate locations in four states. In 2022, we signed four new multi-unit development agreements to bring total franchised units under development to 70.

EXPERIENCED MANAGEMENT TEAM

Our Board of Directors has decades of restaurant operations and multi-unit franchising experience.

- **Osiris Hoil, Co-Founder and CEO**
Award-winning Entrepreneur
- **Marc Wallace, Co-Founder and Chairman**
CEO, Radius Networks/Flybuy
- **Sam Chamberlain, Board Member**
COO, Five Guys
- **Paul Robinson, Board Member**
Financial Executive
- **Chris Medhurst, President and COO**
District Taco's 1st GM
- **Tina Gantz, VP of Franchise Development**
CEO, Global Franchise Associates
Multi-brand, Multi-unit Franchisee, CFE

YUCATÁN-INSPIRED MENU

Our fresh, healthy food is based on family recipes from Yucatán, and is prepared daily in our restaurants. Our menu consists of tacos, burritos, bowls, quesadillas, and salads, and includes vegetarian, vegan, and gluten-free options. We serve breakfast, lunch, and dinner, seven days a week.

BEST-IN-CLASS TECH PLATFORM

Our robust tech stack includes a proprietary web-based portal for daily restaurant operations and training resources; a native mobile app; a new loyalty program; and comprehensive in-store and off-premise ordering channels.

THE INVESTMENT

- Franchise Fee: \$25,000 per unit
- Development Fee: \$50,000 per unit
- Initial investment per unit: \$733,750-\$1,457,750
- Average Gross Sales: *\$2,535,665
- Five-unit minimum agreement
- Net worth \$5,000,000 | Liquid capital \$1,000,000
- Royalty Fee 6% | Innovation Fund Fee 2%

Our New Restaurant Opening program keeps you on task and on time for a smooth Grand Opening. From site selection through design and construction support, pre-opening training and marketing guidance, our experienced support team sets you up for success!



*2022 average gross revenue for top tertile, corporate-owned restaurants operating for a full year. The full financial performance representation, along with its bases and assumptions, is included in Item 19 of our current FDD. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. An offer is made only by a Franchise Disclosure Document (FDD) in those jurisdictions that require it.