

EAT WELL. LIVE FRESH.®

A Guide to Our Philosophy on Food



Baja Fresh goes above and beyond to live up to our name. When we opened our doors, the closest competition we had was from Mexican food-inspired restaurants that largely sold canned, refried, processed food. Our Baja-inspired menu couldn't be more different from these establishments. Our customers can taste the difference because of our unique recipes, and also because of the freshness of our ingredients.

A Wholesome Alternative

Today's customer has a wide range of fast-casual and fast food restaurants to choose from.

Our competitors offer convenience, but they often sacrifice quality and nutrition to turn a profit.

On the other hand, Baja Fresh was founded on the principle that consumers should have access to high-quality *and* convenience.



We believe that eating well has the power to improve everyone's quality of life, hence our motto: EAT WELL. LIVE FRESH.

Today, our diligence on centering our menu around fresh, healthier offerings has paid off as more and more Americans are demanding healthy foods, and are willing to pay more for them.

Baja Fresh is a favorite stop for guests looking to satiate their Mexican food craving.

As Fresh as It Gets

We never rely on heavily-processed ingredients. Our restaurants don't have can openers and are often built without microwaves or freezers.



Our "Eat Well. Live Fresh." philosophy means our ingredients are minimally processed and we strive to purchase the safest, freshest, and highest-quality ingredients available from our suppliers.

Fresh chicken tenders are one of our highest-volume proteins, and this key ingredient arrives to each of our restaurants just a few days after slaughter.

Our vegetables are always freshly picked when they're at their ripest.

Real Cooking in Every Location

Our commitment to avoiding processed and pre-packaged food means that we make almost all of our menu from scratch in each of our restaurants.

In our competitor's restaurants, "cooking" is often reduced to mixing and warming pre-portioned, ready-made meals that contain lots of preservatives.

The result is a menu that's bursting with flavor that comes from fresh food rather than extra cheese and grease.



If you share our philosophy that a little extra time and dedication has the power to transform lives, why not franchise with Baja Fresh? We can help you to build a new business while providing the people in your community with a valuable resource for accessible and healthier eating! Visit us online today to learn more.

BAJA FRESH®