

WHY FRANCHISE WITH BAJA FRESH?

BAJA FRESH
MEXICAN GRILL

BAJA FRESH

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If you've been wondering what sets Baja Fresh apart from other Mexican-inspired cuisine, let us help set the record straight! We choose the handmade, not the processed; the farm-fresh, not the tin-canned. At Baja Fresh restaurants, flavor and nutrition are always selected over fillers and fads. Our customers love that they can turn to Baja Fresh to provide them with handmade food crafted from the finest, carefully-sourced ingredients. We always opt for time-tested recipes made from fresh, never processed or canned, ingredients. We believe life should be full of variety, zest, and positive energy, and motivated by good health and good nutrition. It's this philosophy that sets us apart from our competition time and time again.

Our dedication to quality pays off when it comes to our loyal customers. As Ron, our Director of Franchise Development, observes: "Baja Fresh food fanatics talk highly of their experience online in Google and Yelp food reviews."

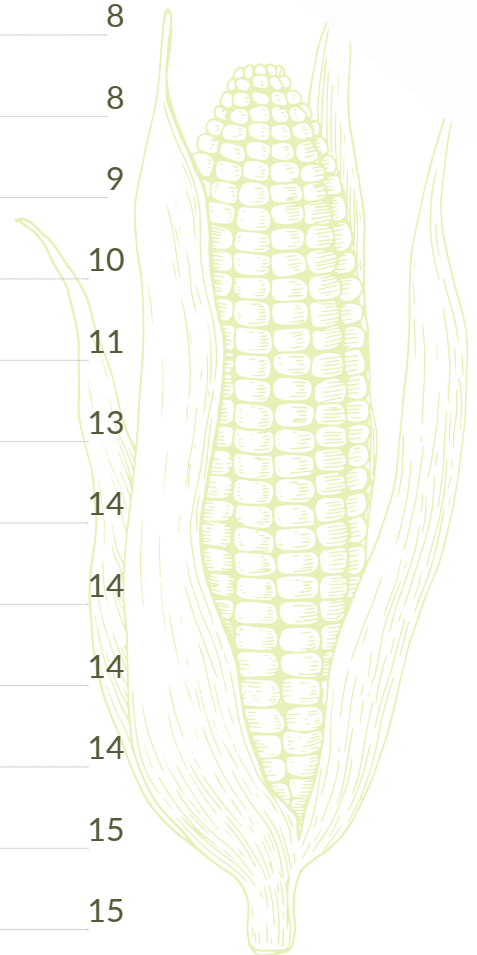
Baja Fresh restaurants are fast-casual franchises that cater to customers who value fresh food and healthy eating. We create an atmosphere where customers can feel free to dine-in or carry-out, depending on their needs.

We stand out because of the extreme measures we take to ensure freshness (our restaurants don't have can openers, microwaves, or freezers). Nearly three decades of experience in this industry have helped us develop a reputation as a popular and healthy restaurant choice among our customers. Given trends in Mexican food, the fast-casual industry, and healthy eating, there's never been a better time to open a Baja Fresh franchise of your own.



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THE BAJA FRESH STORY

The Baja Fresh story is simple enough. Like many Americans, our franchise founders were raised on fast food. They grew tired of the same old greasy and processed options and were hungry for something new, so they took the opportunity to create the change they wanted to see in the fast-casual restaurant industry. The Baja Fresh team sought to create a restaurant that offered higher-grade, fresh menu items that stood out from the competition in both quality and taste.

In August of 1990, we opened our first restaurant featuring all-fresh, traditional fire-grilled Mexican favorites. It turned out that customers were just as hungry for something different as we were, and our concept quickly took off! Rather than staking our business on corporate-owned stores, we opted to go the franchise route so that investors like you can take advantage of our well-established concept and break into the restaurant industry.

WHY IS BAJA-INSPIRED FOOD SO POPULAR?

When we opened our doors in 1990, there weren't many other Mexican or Baja-Inspired franchises on the scene. Back then, most Americans [weren't familiar](#) with authentic Mexican cuisine and had only been exposed to Americanized Tex-Mex. Things couldn't be more different today. [Making up 9%](#) of American restaurants, Mexican restaurants are more popular than pizzerias AND hamburger-focused ones! As Americans continue to embrace Mexican food, they're becoming more knowledgeable about it and are looking for new spins on their favorites. Baja Fresh fills this need, offering unique Baja, Mexico-inspired takes on classic Mexican favorites like fajitas, tacos, and quesadillas.

Baja Fresh stands out from other contemporary Mexican and Baja-Inspired franchises for a number of reasons. One significant reason why our Baja-inspired menu is so popular is that it's both tasty and fresh! We're proud to have developed a wide array flavorful and fresh dishes from Baja Bowls to fajitas. Indeed, our

innovative menu sets us apart from the competition time and time again. Another reason that our Baja-inspired menu is so popular is that it's based on simple, healthy ingredients. Unlike other fast-casual restaurants, we rely on flavorful and wholesome ingredients to fill our menu, not deep-frying and extra salt. Americans understand why it's more important now than ever to change the way we think about food and are ready to embrace restaurants like ours. We offer premium seafood options like shrimp and wahoo, and also a premium salsa bar featuring six flavorful salsas that are always fresh and always free! These are just two of the ways we help our customers to access the healthy and flavorful food they crave.

These are just a few of the reasons why now more than ever, customers love our Baja-inspired menu! Bringing a Baja Fresh restaurant to your area is a great way to invest in this exciting trend.



WHAT ARE OUR FRANCHISE MODELS?

Our franchisees can choose between two franchise models: the traditional single restaurant and the Baja Fresh Express restaurant. Both concepts come with their own requirements and advantages. Here are a few important points about each of them!

Traditional Single Restaurant

- The traditional single restaurant option allows you to build a traditional Baja Fresh restaurant from scratch. These restaurants feature amenities like comfortable seating, our traditional patio area, and other elements that contribute to an exceptional Mexican-inspired restaurant experience.
- The restaurant encompasses Baja Fresh's latest contemporary restaurant design. Guests will notice a distinctly new interior that incorporates the use of reclaimed wood and a warm color scheme with more relevant in-store messaging, in addition to an accommodating seating plan for single diners and families alike.
- The cost to open a single restaurant is approximately between \$348,310 – \$994,290. This estimate includes just about everything you'll need to get your new restaurant started, including a lease agreement, kitchen equipment, dining room furniture, point of sale system, inventory, uniforms, and more.

Traditional Single Restaurant Site Criteria

Building Area: 1,800-3,000 square feet, preferably including a patio.

Potential Venues: High-end, high-frequency specialty retail centers, traditional retail centers, entertainment centers (such as movie theaters, amusement parks, and museums), office buildings, and high-density residential areas.

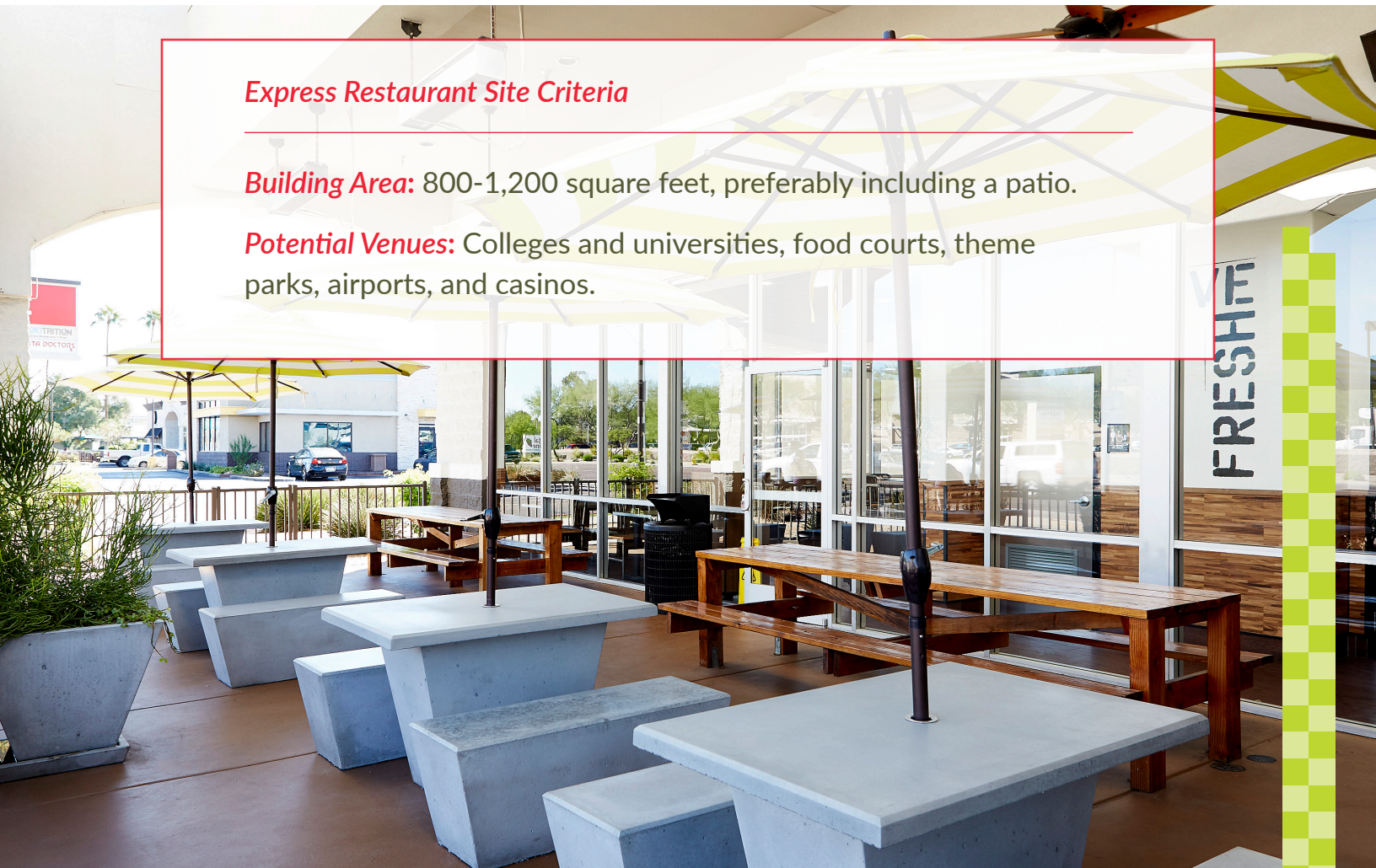
Express Restaurant

- Opening a Baja Fresh Express is a great way to cater to customers on-the-go.
- Express locations don't come with the same seating and service requirements as a traditional single restaurant, meaning they are significantly less expensive to get started.
- The cost to open a Baja Fresh Express location is approximately between \$229,200 – \$630,200, and, as with our other location options, this covers just about everything you'll need to get your restaurant up and running.
- The newly-designed express prototype highlights the best of Baja Fresh's recognizable brand. Combining the brand statement of "Eat Well Live Fresh" with "On the Go," these locations utilize a dish-up style serving line, allowing our guests to build their own entrée using the same high-quality ingredients and Baja-inspired recipes found in a traditional Baja Fresh restaurant.

Express Restaurant Site Criteria

Building Area: 800-1,200 square feet, preferably including a patio.

Potential Venues: Colleges and universities, food courts, theme parks, airports, and casinos.





HOW DO WE HELP FRANCHISEES GROW?

At Baja Fresh, we understand that our success is linked to the success of our franchisees. Therefore, we work hard to support them in many ways as they grow their business. We want to make the experience of operating one of our restaurants as simple and profitable for our franchisees as possible. Let's review a few of the ways we help our franchisees grow.

A Comprehensive Initial Training Program

Baja Fresh has developed an in-depth initial training program to teach you the basics of running one of our franchises. You'll visit our headquarters at the Kahala Training and Education Center where you'll learn more about the business through a combination of classroom and hands-on programs. Depending on the concept you choose, you'll spend three to six weeks at a certified training restaurant and one week at our headquarters in Scottsdale, Arizona. You'll have the opportunity to both learn and apply new skills, including managing inventory, managing labor and employee schedules, food preparation, and more! We'll even send a training team to help you transfer your skills to your franchise operations right at your new location.

Professional Development to Stay Sharp

Ongoing training and professional development are important for business owners of all types. At Baja Fresh, we help you stay on top of the latest developments in our business while also providing you with regular feedback. We stay on top of industry trends and internal procedures so that you don't have to, and we'll regularly provide you with updates on best practices that can help you keep your business going strong. Our operations team will be working closely with you throughout your franchise agreement. Not only will they be checking in and visiting your restaurant periodically, they are readily available to you whenever you need to ensure we support your efforts both in navigating through business-related challenges, and support your overall development and growth.

Franchisee Support

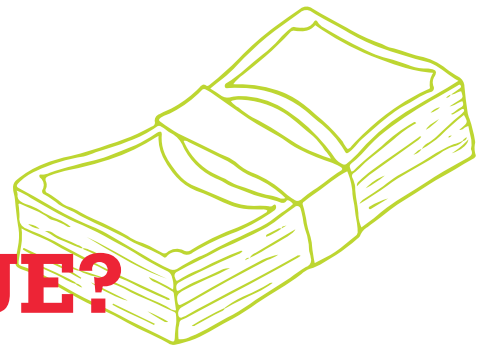
Baja Fresh has developed a multifaceted franchisee support system to ensure that you retain the knowledge and skills you learned during your training. We understand that it can be easy to slip into inefficient habits once you're on your own, so we work to support our franchisees as they get started with their restaurant.

For instance, we're available to create a local marketing plan for your business. In your training, we'll provide you with resources to help with marketing on a variety of channels. Beyond your training, we're there to help give you advice on the most effective ways to implement your campaigns.

We also encourage our franchisees to utilize each other as a support system. No one understands the franchising process better than a fellow franchisee, and networking with others who have walked in your shoes is a great way to generate new ideas and strategies about running your business. We work to make it simple for our franchisees to communicate so that they can take advantage of the camaraderie they share.



HOW DO YOU GENERATE REVENUE?



Baja Fresh franchises generate revenue thanks to several key trends that have created phenomena for franchise restaurants and Mexican-inspired cuisine. One important trend that helps our franchises grow is the popularity of fast-casual restaurants. This popularity is holding strong, and it's predicted that restaurants that [focus on healthy eating](#) are set to perform well in the future. Diners love the convenience of our fast-casual format that enjoys that allows them to access quality meals at an affordable price and without much of a wait. Therefore, our fast-casual business model is one of the reasons why our franchisees generate revenue.

Another reason why our restaurants are popular among our customers is our focus on healthy and fresh ingredients. It's estimated that the healthy food industry is valued [at \\$1 trillion!](#) More than ever, consumers care about what they're eating, and they are willing to pay more for quality, natural, and fresh ingredients. Baja Fresh taps into this need by offering our diners the fresh food they're looking for without the hassles of long wait times and hefty prices.

Of course, Baja Fresh locations also benefit from the wild popularity of Mexican-type menus. It's estimated that Mexican restaurants make up 9% of all the restaurants in the United States and generate around \$45 billion in annual retail sales!

Baja Fresh restaurants bring healthy, handmade, and Baja-inspired classics to our customers in a variety of convenient locations such as food court restaurants and more. We make it easy for our customers to enjoy the healthy, flavorful food they crave without the hassle and expense of navigating a sit-down mom and pop-type restaurant. Our brand president Tim Koch adds: "Our most successful restaurants are passionate about operational excellence and passionate about delivering a great guest experience and are active in supporting their local communities" Altogether, our fast-casual, fresh, and Baja-inspired menu is a trifecta of powerful forces working in our favor. These are just a few of the reasons our restaurants can generate revenue even in the competitive restaurant industry.



WHERE ARE AVAILABLE GROWTH MARKETS?

Anywhere that people value healthy and delicious food has the potential to be a great Baja Fresh location. Our concept works well in many areas, from shopping centers and mall food courts to college campuses and near movie theaters. And with our flexible franchise models, it's not hard to develop a concept that will work well in your territory. Whether you're looking to open a full-service restaurant in a posh neighborhood or a convenient Express location in a food court or other non-traditional setting, a Baja Fresh works just about anywhere where people are hungry for quality food with fresh ingredients!

The real strength of our brand lies in the menu that sets us apart from the competition. As Ron, our director of franchise development points out: "Baja Fresh is an iconic brand with an established identity and many weekly repeat customers. Some of our best franchisees are also customers of the brand that crave Baja Fresh in their communities." If you're living in a community without a Baja Fresh, you might find that diners in your area are craving the healthy and sustainable meal options we have to offer.

Our traditional restaurants are designed to appeal to diners from 25-54 years old that are seeking something better than fast food without spending too much time and money. These diners might be looking to enjoy a quick bite or a leisurely meal with their family or friends. They love the welcoming environment of our restaurants and appreciate being able to enjoy their meal in a comfortable atmosphere.

Baja Fresh Express venues seek to serve customers that are looking for better, fresher choices in food on-the-go. We answer this demand with freshly-prepared, healthy entrees, allowing the guest the option to customize their burrito or order other Baja Fresh favorites. Overall, our Express locations are a cut above similar fast-casual restaurants that are designed to provide customers with fast and easy meals. We never sacrifice quality for time, meaning our food is truly incomparable to the competition.

Each Baja Fresh location incorporates distinctive design elements like comfortable patio dining areas, reclaimed wood, and warm colors that make our restaurants instantly recognizable.

Baja Fresh is currently looking to expand in all 50 states. We've identified opportunities in Washington, Florida, Colorado, Georgia, California, Arizona, Texas, Illinois, Indiana, Virginia, Pennsylvania, and New York that we believe have a greater potential for growth. However, opportunities abound throughout the United States are unlimited. Diners everywhere love our fresh menu, and we can utilize our demographic research to help you identify just the right territory for a new Baja Fresh franchise in your area.



MORE ABOUT OUR FRANCHISE OWNERS

Baja Fresh franchise owners come from many backgrounds and experiences! At first, many of them wondered if they came from the right background to operate one of our restaurants. After all, starting a restaurant isn't an endeavor that's known for being simple, but Baja Fresh has developed a comprehensive training program that's designed to make it as easy as possible for our franchisees to get their restaurants up and running, even when they come from backgrounds outside of food service. Many of our franchisees enjoy the experience of operating a Baja Fresh restaurant so much that they go on to purchase multiple franchises!



NEXT STEPS

Here at Baja Fresh, we have worked hard to simplify the process of opening one of our restaurant franchises. We know that starting a new business venture can be intimidating, so we've worked to break the process down into a few easy steps. If you're ready to learn more about an investment in one of our restaurants, the first step is to contact us! After that, we'll get to know you and start the process of determining if we'd be a good fit. Here's a brief summary of the most important steps in the process of opening a Baja Fresh restaurant.



Step 1: Contact Us

Reach out to us by phone or by using our contact form! We'll take some time to get to know more about you, your experiences, and your goals in starting a Baja Fresh franchise. This is also our opportunity to give you more information about our brand and what we're looking for in an investor. During this stage, we'll also give you more information about the financial requirements of opening one of our restaurants.



Step 2: Decide Which Concept is Right for You

As we outlined earlier, there are two great franchise models for you to choose from. We'll review the key differences between our traditional single restaurants and our Baja Fresh Express locations so that you can decide which is right for you.



Step 3: Sign the Franchise Agreement

Signing the franchise agreement signifies that you've officially become a Baja Fresh franchisee. At this time, you'll also pay the associated franchise fee and other initial fees that are part of the investment. Once this is done, we can formally get to work on opening your Baja Fresh restaurant!



Step 4: Find a Location

Finding just the right location is one of the most important steps in the process. It's crucial that you're able to identify a spot for the right price and with agreeable leasing terms. We'll work with you, taking your goals into account along with our demographic research to find just the right place for you to set up your new business.



Step 5: Complete Your Training

As we outlined earlier, Baja Fresh has developed a comprehensive training program for all of our franchisees. No matter which location type you choose, you'll spend time at our headquarters in Scottsdale, Arizona. We'll work with you to get you up to speed on running one of our franchises. Topics covered include bookkeeping, food prep, inventory management, and more! You'll even have the opportunity to practice at a certified training facility as well as in your own location in order to get hands-on experience.



Step 6: Run Your Business!

Once you're properly trained and we've helped you to set up your new location, the only thing left is your grand opening. At this point, you should be well-prepared to manage the day-to-day tasks of operating a Baja Fresh restaurant. But if questions arise on the job, don't fret - we're always just a phone call away!

Contact us to Get Started

We hope you've found this brochure informative regarding Baja Fresh franchises and how to invest in one. We're excited to hear from you so that we can answer all of your questions and learn more about your background. Contact us today to start the process!



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