



MEXICALI

LET'S TACO ABOUT BECOMING A FRANCHISEE

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**MEXICALI IS A FAST
CASUAL MEX FRANCHISE
BRAND OFFERING FRESH
AND AUTHENTIC
CALI-STYLE MEXICAN
FOOD EVERYDAY.**



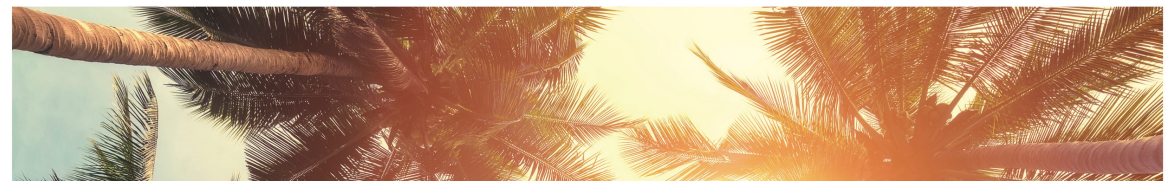
Mexicali brand roots go back to 1974, at Cantina Los Tres Hombres in Lake Tahoe, Nevada. Our founder John Buell, fresh out of business school, got a job as the host in this newly opened Mexican restaurant.

After a few years at the Cantina and a failed attempt at opening a similar restaurant in New York City, John moved to Bend, Oregon and opened the first Mexicali Rose restaurant with his partners. From 1979 to 1999 Mexicali Rose was one of the most popular restaurants in this ski town and earned several awards, including Best Mexican Restaurant in the Pacific Northwest.

In 1992 John and his family opened Baja Norte, their first fast-casual restaurant with an open display kitchen, colourful graphics and traditional recipes. This concept was inspired by several trips to Cabo San Lucas in Baja California, inspired by the big open grill in the airport and excellent food trucks on the streets.

After selling both successful brands and retiring in 1999, the family embarked upon an international adventure. In 2005 they moved to New Zealand and introduced Kiwis to the laid-back California flavours of Mexicali.

**IT ALL BEGAN BACK IN THE 70'S,
WHEN A CALIFORNIA HIPPIE LIVING IN
AN OLD SCHOOL BUS DISCOVERED A
PASSION FOR MEXICAN FOOD.**



THE MEXI WAY

Our heritage makes us unique. Menu inspiration came from 1970s free-spirited California food markets and authentic family recipes, shared with the founders and originating in the heart of East LA. Still on the menu today, well because... they are just that good! It's pretty special and we're proud of it.

Our brand personality likes to disrupt status quo - we're a quirky brand, that uses casual humour to bring our offer to life and be relatable to our loyal customer base. The Mexicali brand has an informal tone of voice evident through communications and advertising living up to our laid-back, California cool vibe.

The Mexicali brand also holds conscious values - stocking Fairtrade beverages, sourcing only the best 100% NZ free range chicken, pork, grass-fed NZ beef, vegan jackfruit, and using recyclable paper packaging that makes the planet smile as much as us.





THE MEXICALI SECRET

...is making our food fresh in-store using the best ingredients and recipes from waaay back, way back to the peace-lovin' 70's.

We marinate, grill and slow-roast our meats, chop all of our salsas, pickle our pink onion, and hand-fry every single tortilla chip.

The menu consists of burritos - #1 seller, tacos, nachos, taco salads (made with delicious edible hand-fried tortilla bowls), quesadillas, bowls, cali-style fried chicken, sides and sharing items. Wash it down with our famous frozen margarita, an authentic Mexican Jarritos or a cold Corona and you're sorted.

Mexicali stores also offer Fiesta Kits; catering kits for 6 - 600 people that range from tacos to burritos boxes. Perfect for customers looking to feed a crowd, and for franchisees to build and maintain local B2B relationships.



LOCATIONS

AUCKLAND

BOTANY
ELLERSLIE
K ROAD
HENDERSON
PONSONBY
MT EDEN
CONSTELLATION DRIVE

CHRISTCHURCH

SPITFIRE SQUARE
LINCOLN
WIGRAM
RICCARTON

EAST COAST

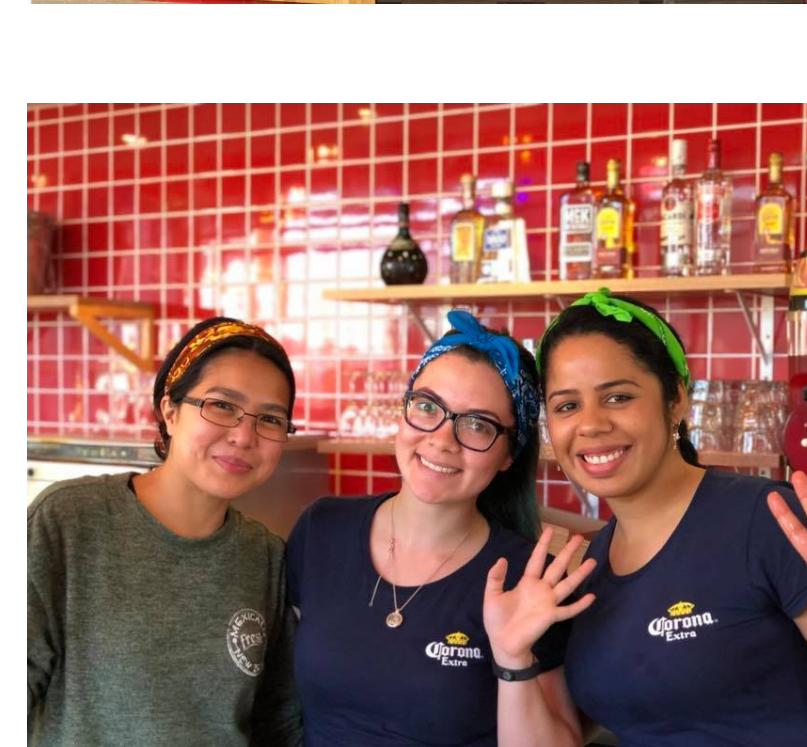
NAPIER



BECOME A FRANCHISEE

Becoming a Mexicali franchisee means you enter the established network to begin the journey of operating your own independent restaurant in NZ. Tangible IP provided to you includes, but is not limited to:

- Rights to use the trademark
- Exclusive local marketing rights for the catchment area surrounding your restaurant
- Full and comprehensive initial training to operate your Mexicali business
- Access to the Franchise Manual set and fully documented Standard Operating Procedures
- A proven menu, supported by full recipes for all food and mixed beverages
- Established suppliers
- A pipeline of new products and limited time offers.



FRANCHISEE SUPPORT

The Mexicali offer includes the key to a fully fitted out restaurant in the agreed territory, plus access to all the Franchisor's knowledge and experience of running a successful Mexicali restaurant.

In addition to the capital cost of the restaurant, payment of the franchise fee provides you with the access to all the intellectual property (IP) of the Mexicali franchise system for the term of your Franchise Agreement.

Put simply, boarding the Mexicali bus gives you total support throughout the business planning, design and construction, ongoing operations, management and marketing of your new store.

The Mexicali brand and intellectual property belongs to Mariposa Restaurant Holdings Limited, which provides support systems and resource (operations, marketing and finance support functions) to assist franchisees in successfully running their business.



START UP SUPPORT

We are here to support your Mexicali start up and journey. Established expertise and support will include the Franchisors knowledge and experience in:

- Site selection and assessment
- Consent approvals
- Lease negotiations
- Restaurant design and fit-out specification
- Equipment specification and commissioning
- Project management of construction and fit-out
- Staff recruitment and rostering
- Pre-launch planning and promotions
- Opening week guidance and assistance
- Support with staff recruitment advertising through our Mexicali Careers online portal



FOUNDERS JOHN AND CINDY, BACK IN 1974 OPENING THEIR NEW RESTAURANT

MARKETING + CONSUMER APP

Having an effective marketing strategy and suite of advertising tactics can help drive revenue, retain loyal customers, attract new customers, drive transaction count and footfall into your restaurant.

Becoming a franchisee enables you to tap into the qualified marketing resources at our support head office, and be part of a trusted and established brand voice in the QSR market.

An insight-led annual marketing plan that includes national out of home, digital and social advertising delivering high impressions and vast brand exposure. In addition, we provide support with bespoke local marketing enabling you to be part of the big picture but tailor activity based on your geography and local customer demographic.

Mexicali has developed one of the leading consumer loyalty and online ordering Apps in the NZ QSR market. This enables consumers to find your store easily, order online for store pick up or delivery, collect loyalty points, receive marketing and targeted special offers.

The easy to use App is a valuable marketing and sales driving tool which is part of the Mexicali package for you to connect and engage with customers



NATIONAL BILLBOARD ADVERTISING



CONNECT & ENGAGE



CUSTOMER LOYALTY PROGRAM & ONLINE ORDERING



SOUND LIKE A PRETTY SWEET RIDE?

Grab a seat on the bus today. Fill in the online enquiry form and we'll be in touch with more info.



MEXICALI