



EL FRESCO

MEXICAN GRILL



New Franchise Genesis Accelerator Brand!

EL FRESCO MEXICAN GRILL is a trailblazer for great tasting food done better in a thriving fast casual concept! We understand how to craft a menu and help you build a successful business. Our handcrafted food is prepared fresh, from scratch, every day. The veggies are hand-diced, the meats are hand trimmed, and the quality is hand-delivered.

✓ OUR OPERATIONS

POS software, staff hiring parameters, comprehensive ops manual — we can take you to new heights due to our proven systems and procedures!

✓ STRONG ROI POTENTIAL

Being your own boss is fun. Making money along the way is better. Our proven business model beckons high volume sales and stronger margins.

✓ OUR MENU

The industry is competitive. The El Fresco Mexican Grill menu is a standout that keeps us at the head of the line. As our name says, everything is fresh, fresh, fresh! The details make a difference and we have them on-point.

✓ CULTURALLY RELEVANT

Our concept caters to the fast casual crowd of today who want great tasting food and fast. Enjoy sprawling market applicability and a target market that spans the generations!

✓ Marketing Support

El Fresco means decades of brand power! Our franchisees gain effective networking techniques to form relationships to penetrate their market quickly. Consumer marketing plans and collateral designs are included.

ITEM 7

Investment Range

353,758-\$605,833

ITEM 19

Gross Revenue

Location One - \$1,564,772

Location Two - \$972,753

Franchise Fee

\$30,000

Royalty

5%

A Fresh Fast Casual Franchise Done Right!

