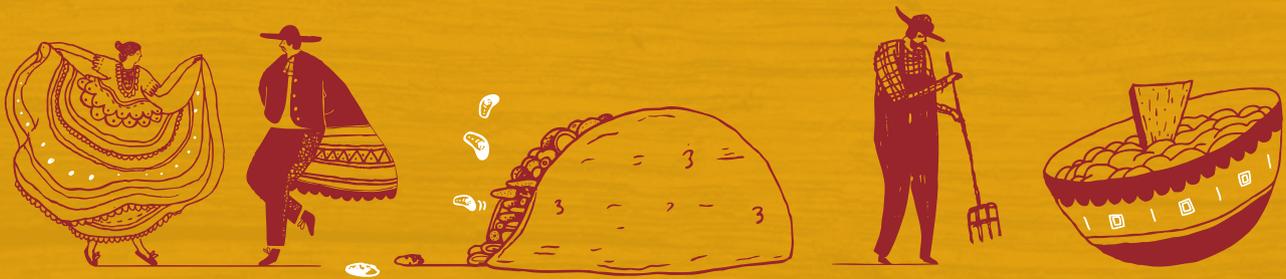


TAQADO MEXICAN KITCHEN



A TASTE OF **MEXICO**
IN THE **MIDDLE EAST**





WELCOME TO TAQADO.
WHERE THE INGREDIENTS ARE **FRESH,**
THE FOOD IS CUSTOMISABLE AND
THE FACES ARE FRIENDLY.

TAQADO
MEXICAN
KITCHEN

WELCOME TO TAQADO



From its humble beginnings in the not-so-humble city of Dubai, Taqado has been serving up the best Mexican food this side of Mexico City since 2012.

Since then it has become one of the shining stars of the UAE fast casual scene, with over a dozen bustling restaurants, universal acclaim and the best Mexican food you're ever likely to have outside Mexico City. We even made it into Deliveroo's top 5 most ordered meals worldwide!



THE BRAND & PRODUCT

VISION

To be one of the leading fast casual brands in the world

MISSION

Honouring the spirit of Mexican cuisine by offering a customised food experience with unparalleled quality, freshness and service

CORE VALUES

The brand's core values are:

- Mexican inspired
- Real
- Customised, individual experience



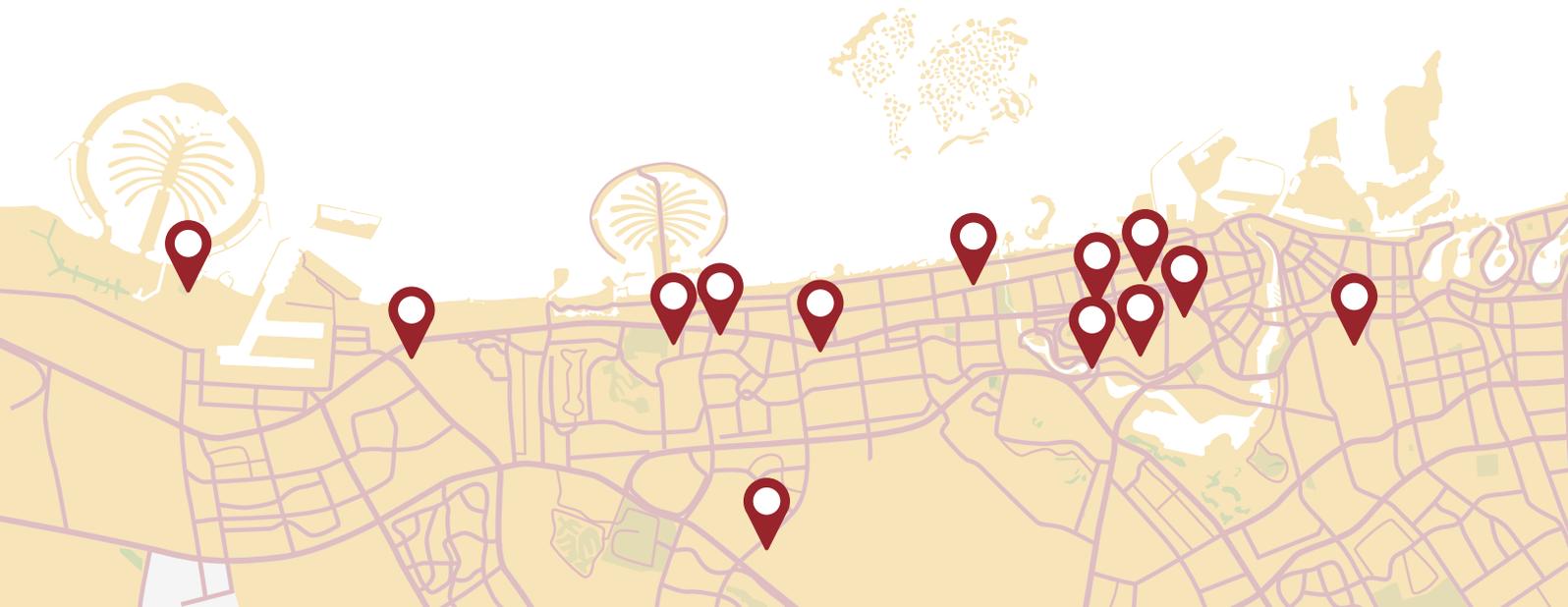
TAQADO TODAY AND TOMORROW

The first Taqado opened its doors in Dubai's Mall of the Emirates in September 2012 to rave reviews, universal acclaim and unparalleled popularity. In fact, people loved our new take on Mexican food so much that we soon opened another one. And another. And another. In fact, over the next five years, we opened over a dozen Taqados (and a food truck!) in Dubai and Abu Dhabi.

And with multiple new stores opening up in the UAE, we're just getting started.

The demand for healthy, convenient and delicious food offerings has never been higher. This has been driven by a throng of affluent millennial diners hungry for new experiences and a surge in recreational areas and associated dining options. The fast casual sector is the fastest growing within F&B and Mexican continues to be one of the strongest within that.

Which is why we're seeking qualified partners to help us expand our network across the region and beyond.



THE CONCEPT

THIS IS HOW WE TAQA-DO IT

**They say good things are worth waiting for.
We say waiting is overrated.**

Taqado is one of the first brands that empowers customers to craft their own meals, allowing them to create a bespoke food experience tailored to their own individual tastes.

And by keeping things real, fresh and simple, we not only make the best tasting food but deliver it in the fastest possible time.

Whether at the store or online, we use a simple 4-step order process that allows customers to individually create their burritos, tacos or salads, often taking less than a minute to prepare a customised order.

A big part of the Taqado experience is the theatre - each and every meal is handcrafted to each customer's specifications. And with dozens of taste combinations to choose from, it's an experience that customers come back to again and again.

**TRUTH IS, WE DIDN'T INVENT MEXICAN FOOD.
WE JUST DISH IT UP
IN A WAY THAT EVERYONE
FALLS IN LOVE WITH.**

**1.
CHOOSE
YOUR MEAL**

**2.
CHOOSE
YOUR FILLING**

**3.
CHOOSE
YOUR TOPPING**

**4.
CHOOSE
SIDE ORDERS**

THE SECRET INGREDIENT IS AMOR



Delicious, irresistible and delectable, Mexican food is without a doubt one of the world's best-loved cuisines. There are those who say that making Mexican food is easy. But making it right? That takes some doing.

Taqado's menu packs a mighty punch. Our burritos, fajitas, soups, salads and churros are made to order and use fresh, and high quality ingredients that are ethically and sustainably sourced wherever possible.

Produce and ingredients are delivered fresh every morning and everything is made from scratch. From our spicy salsa roja, hand mashed guacamole to our three hour braised grass-fed barbacoa beef, each and every ingredient is lovingly crafted to make every meal a masterpiece.



**DELICIOUS,
IRRESISTIBLE AND DELECTABLE,
MEXICAN FOOD IS WITHOUT A DOUBT
ONE OF THE WORLD'S
BEST-LOVED CUISINES.**

AMBIENCE IS EVERYTHING

At Taqado, our restaurants look as good as our food tastes.

With many chain restaurants, it's often the case that if you've seen one, you've seen them all. We believe that Taqado is more than just a restaurant - it's a feeling. As with our food, we use the power of customisation to give each of our venues a unique look and feel - while still adhering to our core design principles.

Interiors are designed to look urban, modern and wholesome, with a combination of reclaimed wood and stainless steel inspiring a sense of authenticity, modernity and style. We avoid cheesy Mexican clichés like sombreros and cactuses - instead we use design accents like unique illustrations, a vibrant colour palette and fresh produce displays to create an ambience that is as welcoming as it is sophisticated.

Taqado stores come in all shapes and sizes - from a tiny 400 square foot beach shack to a larger seated venue of over 2500 square feet.

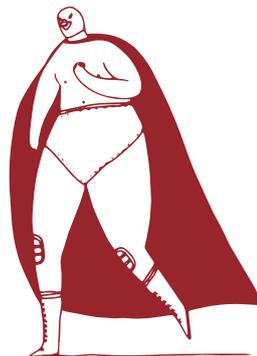


TARGET AUDIENCE

Taqado provides tasty, high quality food at a more accessible price point. With successful stores in both business districts as well as shopping malls, our diverse group of customers seek out a superior culinary experience in a hip and sophisticated setting.

The daytime crowds tend to be busy urbanites - people who want a high quality meal on the go.

Our weekend and evening crowds generally have a bit more time to spare. Whether they're fueling up in the midst of a shopping spree, catching a bite before a movie or simply chowing down before (or after) a big night out, these diners are more likely to dine in and soak up the ambiance.



FRANCHISING OPPORTUNITIES

Taqado has proven to be a robust restaurant model with a proven track record of success. With multiple revenue streams that include breakfast, lunches, dinners, snacking, events and corporate catering, it has proven to be a highly viable and profitable operation across all outlets to date.

Our outlets are strategically placed in key locations, ranging from prime business locations, premium food courts, upcoming and developed residential areas and bustling leisure and tourist areas.



AMIGOS WANTED

THE IDEAL FRANCHISEE CANDIDATE



Taqado is actively looking for like-minded F&B operators to franchise the brand into new markets outside of the United Arab Emirates.

We are a young, vibrant and ever-evolving brand. Franchise candidates have the opportunity to not only leverage the existing restaurant model but also help to grow and shape it as it expands not only in the region, but worldwide.

As a brand, we believe that we are only as strong as our weakest restaurant. We are highly selective when it comes to any potential partnerships and as such we are seeking out strong, established players who share our ethos, work ethic and ongoing commitment to excellence. F&B experience and access to prime real estate locations are key factors when it comes to selecting our partners.



FRANCHISEE BENEFITS

FITOUT GUIDANCE & GUIDELINES

Taqado will work very closely with partners on all aspects of initial restaurant setup including guidelines for the fit-out process, design drawings and equipment requirements. We will also provide input and guidance on best practice and layout, ensuring that our partners restaurants continue our proud legacy of design and operational excellence.

TRAINING AND MANAGEMENT

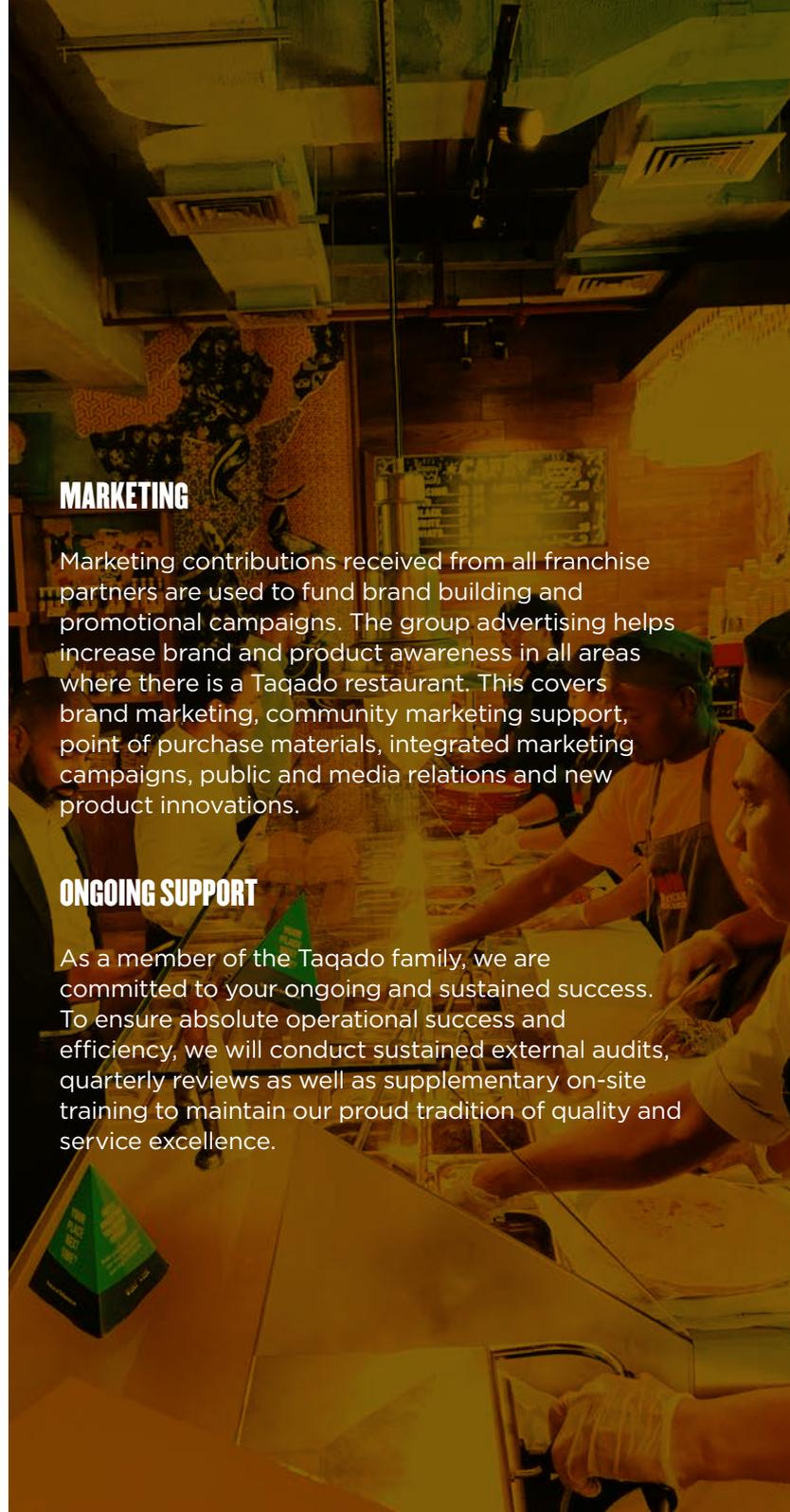
To ensure brand integrity and compliance, franchise partners are expected to complete the Taqado Management Training program with onsite training at an existing Taqado restaurant. This hand-on training ensures that franchisees get to live and breathe (and eat!) the brand and experience the ins and outs of what makes Taqado successful. A range of professionally developed systems and procedures are provided so that franchise partners, managers and staff can constantly improve their knowledge in order to strengthen their operational skills. We also provide ongoing advice and support on-site during initial store launches to ensure seamless openings and ongoing operations.

MARKETING

Marketing contributions received from all franchise partners are used to fund brand building and promotional campaigns. The group advertising helps increase brand and product awareness in all areas where there is a Taqado restaurant. This covers brand marketing, community marketing support, point of purchase materials, integrated marketing campaigns, public and media relations and new product innovations.

ONGOING SUPPORT

As a member of the Taqado family, we are committed to your ongoing and sustained success. To ensure absolute operational success and efficiency, we will conduct sustained external audits, quarterly reviews as well as supplementary on-site training to maintain our proud tradition of quality and service excellence.



THE UNO DOS TRES' OF TAQADO

SETUP COSTS

Establishing a Taqado franchise system requires an initial capital investment of approximately US\$200,000 - US\$400,000 per store (plus relevant taxes, rental bonds and working capital). Setup costs vary depending on site location, infrastructure and fit out requirements, size of tenancy and landlord incentives.

FRANCHISE FEE

Franchising terms will typically cover a country or region where necessary. They include an initial territory fee which will vary based on the market size and number of stores expected. Establishing yourself in the Taqado Franchise system typically requires a capital investment of approximately US\$35,000 per store depending on the number of stores planned.

ONGOING ROYALTY AND MARKETING FEES

There is an ongoing monthly royalty fee of 5% payable, as well as a 1% marketing fee that goes towards a group marketing fund.

HOW TO APPLY

To apply for a Taqado franchise simply complete an application form and we'll get back to you within two weeks of submission to arrange a face to face meeting. Application forms can be requested from nadine@taqado.com.

Once we approve your business plan, we'll process all the documentation and get the ball rolling.





LET'S BE AMIGOS

This book has been a mouthful... but so are our burritos. We could spend all day telling you why you should consider becoming a Taqado franchisee, the best way to get a taste of the Taqado spirit is to come to our restaurants and see (and eat) for yourself. Mi casa es su casa.

- Operational simplicity
- Store opening and supply chain support
- Flexible real estate formats
- A strong, established brand with a proven track record of success
- A delicious and simple menu with an emphasis on quality and turnover
- High brand loyalty and repeat customers
- A visually arresting restaurant that stands out from the crowd
- Unparalleled, ongoing franchisee support
- The chance to help shape and grow a middle eastern success story



Visit [Taqado.com/franchising](https://www.taqado.com/franchising)

or contact

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