

BAJA FRESH

MEXICAN - GRILL



SPICE UP YOUR PORTFOLIO!



TRADITIONAL

Building Area:	1,200 to 2,000 square feet
Patio:	Preferred
Venues:	High-End, High-Frequency Specialty Retail Centers, Retail Centers, Entertainment Centers (Movie Theaters, Amusement Parks, Museums), Office Buildings, High-Density Residential

EXPRESS

Building Area:	600 to 1,200 square feet
Patio:	Preferred
Venues:	Colleges and Universities, Food Courts, Theme Parks, Airports, Casinos



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Sales Team
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SITE GUIDELINES

- High-visibility, In-line, End-cap, Class A locations
- Standard In-line development models
- Grocery store or power center anchored shopping centers
- Food courts
- 25' frontage minimum
- Adequate parking with direct access to building entrance
- Four exclusive "take-out" parking spaces in front of restaurant
- Ability to incorporate patios, awnings and umbrellas adjacent to the space preferred
- Ideal visibility is 500' from 2 directions

DEAL TYPES

- 10-year lease with 2 to 3, 5-year options or Purchase

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This is not an offer to sell a franchise.
An offer can only be made by prospectus.
Information subject to change.

PREFERRED DEMOGRAPHICS (Within a two mile radius except where noted)

Residential Population:	35,000+
Daytime (Workplace) Population:	10,000+ within 1 mile
Median Household Income:	\$60,000+
Main Frontage Drive Traffic:	20,000 vehicles daily minimum
Average Age:	35

UTILITY GUIDELINES

HVAC:	1-ton per 175 sq. ft. of gross floor area
Electrical:	400 Amps – 120/208V – 3 Phase – 4 Wire
Water:	1.5" domestic service supplied to leased space
Sanitary Sewer:	4" connection minimum
Natural Gas:	1.5" connection, medium pressure, supplied to leased space
Telephone:	2" conduit with pull-rope supplied to leased space, 25-pair cable minimum
Grease Interceptor:	750 gallon, 4" waste, or as required per local codes

FRANCHISE INFORMATION

Minimum Financial Requirements:	Net Worth: \$500,000 per restaurant
Liquid Assets:	\$200,000 per restaurant
Experience:	Previous franchise or restaurant experience preferred
Multi-Unit:	3 to 5 site agreement preferred
Development Fee*:	\$15,000 (for each franchise)
Franchise Fee:	\$50,000
Total Estimated Initial Investment**:	\$250,000-\$650,000
Royalty Fee:	5% of gross sales
Franchise Agreement:	10 years
Franchise Training:	6 to 8 weeks

*Per unit developed. **Does not include real estate, based on square footage

BURRITOS

Nacho Burrito – It's Spicy!
Burrito Ultimo®
Baja Burrito
Burrito Mexicano
Bean and Cheese
Grilled Veggie
Try it "Enchilado"® Style
Bare Style – Served in a Bowl
Grilled Salad Burrito

TACOS & MORE

Original Baja Taco
Americano Soft Taco
Mahi Mahi Taco – Crispy
Mahi Mahi Taco – Grilled
Taco Combo
Chicken Taquitos

DESSERTS

Churro

PARTY PACKS

Burrito Pack
Taquito Pack
Fajita Pack
Taco Pack
Taco Six-Pack
Party Ensalada for 6
Taquiza Pack

PARTY PACK SIDES

Handmade Guacamole
Rice
Black or Pinto Beans
Chips and Salsa
Drinks To Go

BAJA FAVORITES

Quesadilla
Fajitas
Chicken Tortilla Soup
Nachos

SALADS & SIDES

Mango Chipotle Chicken Salad
Baja Ensalada®
Tostada
Side Salad
Guacamole and Chips
Pronto Guacamole!™
Pronto Nachos
Chips and Salsa
Rice and Beans Plate
Chicken Caesar Salad
Smoky Queso Fundido

