



FRANCHISE GUIDE

ALL YOU NEED TO KNOW
ABOUT FEEL GOOD MEX



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NICE TO MEET YOU

Welcome and thank you for your interest in joining the Zambrero family.

When you join as a Franchise Partner at Zambrero, you become part of our extended Zam Fam and make a commitment to partnering with us to bring an incredible experience to our customers every single day.

We're passionate about bringing incredible food to our amazing customers, and in turn, doing our part to help end world hunger via our Plate 4 Plate Initiative. Our Franchise Partners have a unique opportunity to connect with that passion and be a part of something bigger than simply owning their own restaurant.

If you are driven to succeed and resonate with our purpose, then we look forward to welcoming you to the Zam Fam.

MATT KENNY
CEO - ZAMBRERO AUSTRALIA

WHO WE ARE

Zambrero is a restaurant franchise serving fresh, Mexican inspired food, with a humanitarian enterprise at its heart. We strongly believe that no one in the world should go hungry. We have found a vehicle (which just so happens to be Mexican food) through which we can empower a social movement dedicated to the provision of food for those in need. Zambrero was founded in Canberra, Australia in 2005 by Dr Sam Prince who was a medical student at the time. He has grown the brand to be Australia's largest Mexican group with over 280 restaurants across all states and in recent years expanding to New Zealand, Ireland, the United Kingdom and the United States of America.

That's why Zambrero is Feel Good Mex.



DR SAM PRINCE



MATT KENNY

A GLOBAL FRANCHISE

We now have a network of over 280 restaurants in Australia, New Zealand, Ireland, United Kingdom and the United States of America.



MALL ROAD, KENTUCKY



DUBLIN, IRELAND



TWICKENHAM, LONDON



OCEAN GROVE, VICTORIA



AUCKLAND, NZ

ZAM HQ

OUR DNA

BIG HEARTED

Full of soul, heart,
and substance.

MEXICAN INSPIRED

Proudly not your classic Mexican.
Our thinking is as fresh as our food.

MORE HEALTH FOOD THAN FAST FOOD

We're proud to serve delicious food,
using fresh ingredients that
leaves you feeling good.

PLAYFULLY OPTIMISTIC

Uplifting and energised.
Youthful with purpose.

WHY WE ARE

FEEL GOOD MEX

OUR DELICIOUS FOOD

Our menu is Mexican inspired,
full of fresh, tasty ingredients.
Not only does it taste good,
it does good.

HUMANITARIAN AT HEART

Thanks to our customers and our
Plate 4 Plate Initiative, we're helping
to end world hunger.



WHAT IS PLATE 4 PLATE

For every regular and big burrito or bowl purchased at Zambrero, a meal is donated to someone in need. Plate 4 Plate is one of the biggest attractions Franchise Partners have to our brand. Not only are our Franchise Partners supportive of Plate 4 Plate, our customer loyalty is founded on our collective efforts to help end world hunger.

It's why we do what we do.



OUR CHARITY PARTNERS

As we are not a food distribution business, we have chosen to partner with Rise Against Hunger, Foodbank and Love Mercy all of whom share our passion for ending world hunger.

Rise Against Hunger distribute meals through feeding programs operated by partner organisations in developing countries. They address global issues, promote education, encourage children to attend school, improve students' health and nutrition, address gender inequalities, stimulate economic growth and fight child labour.


The meal pack donated through Rise Against Hunger is a dehydrated meal containing rice, soy, lentils and a sachet of 23 vitamins and minerals.

Foodbank is Australia's largest food relief organisation, providing 166,000 meals a day to over 2,400 charities around the country. Their main source of food is surplus food and groceries from the country's farmers, manufacturers and retailers. We have worked with Foodbank to create a breakfast and a meal of rice and vegetables that we donate for every one of our retail items sold in restaurant.

Love Mercy was founded in 2008 and is a human rights-based community development organisation working at a grass roots level to see people inspired and empowered to overcome poverty in Northern Uganda. They exist to see Northern Ugandan's obtain their basic human rights to education, food, employment and health care.

PLATE 4

FOR EVERY BURRITO
OR BOWL PURCHASED,
A MEAL IS DONATED
TO SOMEONE IN NEED.

PLATE  75M

OUR MENU

BURRITOS



CHIPS
& GUAC



QUESADILLAS

KIDS
ZAM BOX

BOWLS



NACHOS



TACOS



OUR TASTE

When it comes to setting us apart, our fillings and sauces are the perfect start, and finish, to our food.

OUR FILLINGS

GRILLED CHICKEN / PULLED PORK / LAMB
BARBACOA BEEF / SPICY CAULIFLOWER

Zambrero's fillings are unique to us. They're slow cooked making them moist, tender and full-flavoured. We also offer extensive vegan and vegetarian menu items.

OUR SAUCES

GARLIC / BASILO / TREZIGO / SECRET BBQ
CHIPOTLE / VERDE / RED CHILLI

Our seven sauces are a testament to our passion for our flavour and delighting our customers. The key inspiration behind the sauces are complementary flavour profiles using the freshest ingredients.



OUR ZAM FAM

Becoming a Franchise Partner at Zambrero means much more than simply running your own restaurant; you become part of our Zam Fam.

Providing exceptional support from the start, you will have highly dedicated and experienced people helping you on your path to success as a Zambrero Franchise Partner.

From Operations and Training, to Marketing, IT/ Systems and People & Culture, our enthusiastic Head Office Zam Fam are as passionate about your success as you are!

Our Zam Fam is headquartered in the stunning Circular Quay, Sydney, Australia.



Meet, Nick. He's our restaurant Training Manager and no one can roll a burrito like him. He's mastered the art with over seven years experience. He spends as much time in restaurant perfecting training with our team members as he does in our head office. He also takes care of national training initiatives and new Franchise Partner inductions.



Meet, Tara. She puts flavour on the menu and is responsible for the tasty food our customers can't seem to get enough of. She's our New Product Development Manager at head office and spends as much time in the Zambrero kitchen innovating and crafting our menu, plus inventing amazing new items, as she does at her desk. She keeps our menu as fresh and delicious as the produce we use.

OUR CUSTOMERS COME FIRST

It's so important that we even have it as one of our Zam Principles. We put the customer at the heart of everything we do; because what's best for them, is best for us.

Zambrero was founded to bring our passion for incredible flavours and fresh produce to as many people as possible, and this is what drives us still today. The relentless pursuit to provide an exceptional experience for our customers.

We're always talking to our customers and asking them for feedback. Whether that's through surveys, workshops, research groups or social media; we are committed to listening to their feedback and striving for improvement.

Nothing makes us smile more than seeing the happy faces of our customers enjoying some Feel Good Mex.



OUR RESTAURANTS

Our restaurants showcase who we are, what we do and why we do it. Our key features include our live Plate 4 Plate donation counter, bold brand assets and our Greta food display - it's no secret that presentation counts when it comes to food.



RESTAURANT FORMATS

TRADITIONAL STRIP

40M² - 140M²

- Strip restaurants can be located in a variety of settings including: high street, hospitals and universities.
- There is no one set rule for determining a strip restaurant's suitability.
- These formats are assessed on a case by case basis.
- Site selection takes into consideration nearby attractions, anchor tenants, the competition of the local market and demographics.
- Our best performing strip restaurants are situated in high foot traffic areas with limited healthy quick service options.
- These restaurants usually offer internal dining options for the customer.

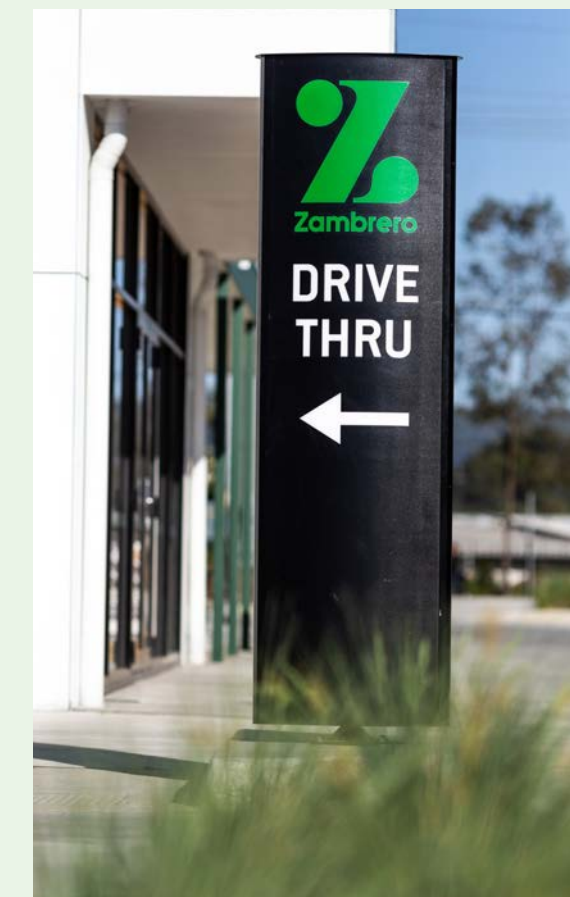


RESTAURANT FORMATS

DRIVE THRU

140M² - 250M²

- Restaurants in these locations may benefit from high exposure and ease of access from main arterial roads.
- Our drive thrus are generally located in suburban and regional areas within close proximity to regional shopping malls.



RESTAURANT FORMATS

CUSTOM

MADE TO FIT

- Made to meet the market need, you can even find us on campus at universities and CBD locations.
- Our integrated design team works to formulate the design for each restaurant site to cater for the specific requirements of the location.
- Kiosk locations show our flexibility in being able to operate in a small footprint.



WHY ZAMBRERO?

When you join Zambrero you are joining Australia's largest Mexican QSR brand with the greatest network of passionate Franchise Partners. You will be rolling the best burrito in town and helping our mission to end world hunger; there's far more to being a Zambrero Franchise Partner than meets the eye.

We take a unique position in the QSR landscape; our equipment requirements are minimal, you don't need years of food related experience to operate our restaurants, and the fit out of our restaurants mean we can offer unrivalled flexibility in site selection – from 50M² to 250M².

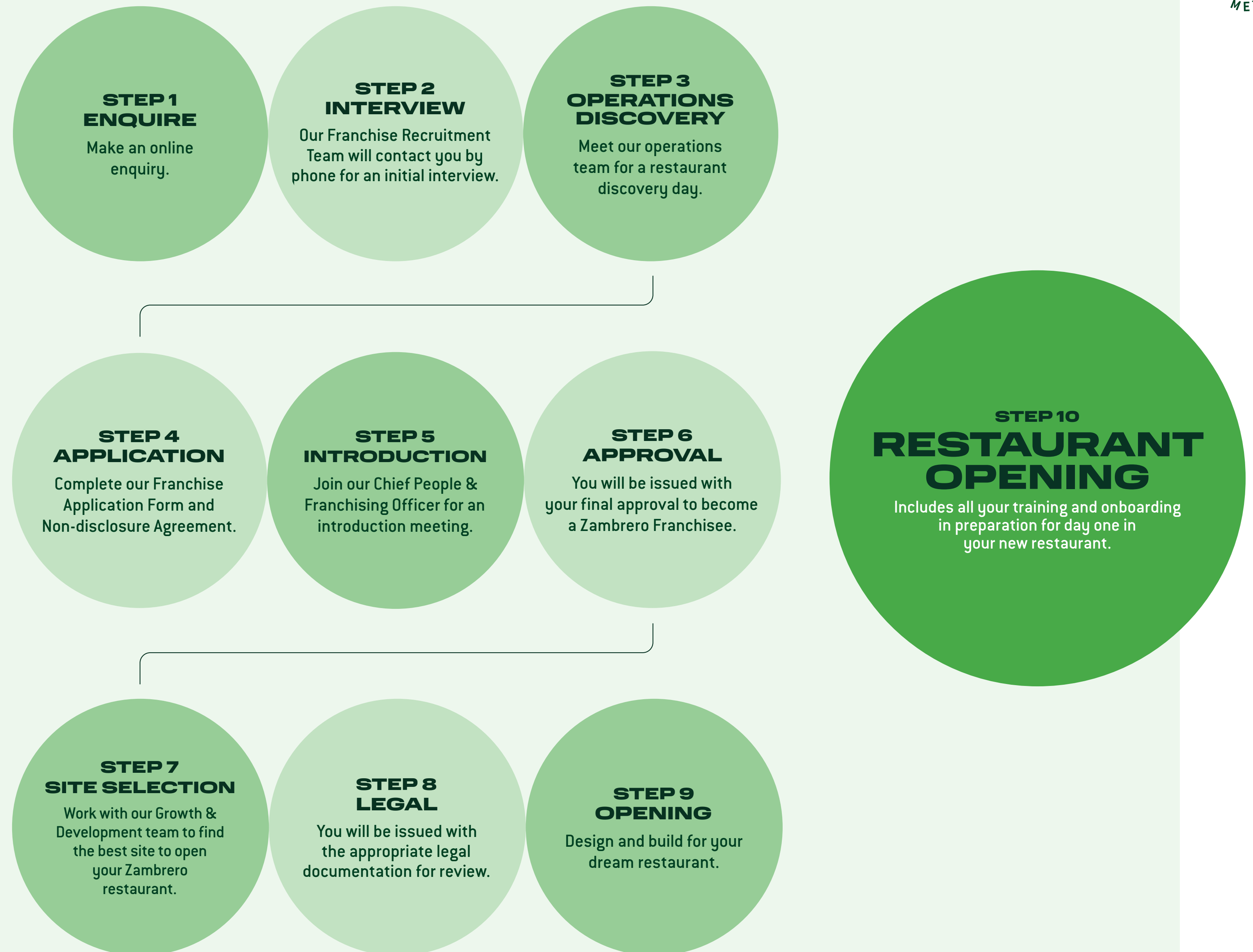


WHAT IT TAKES TO JOIN THE ZAM FAM

HERE'S HOW YOU GET TO START ROLLIN' WITH US.

We can't wait to have you on board but make no mistake, becoming a Zambrero Franchise Partner is highly competitive. We field a lot of enquiries and only want the most passionate and dedicated people on our team.

Multi-unit franchise operators are looked upon favourably in the application process, so if you think you can open at least 2 restaurants in the first 18 months, then we're here to help make that happen.



ARE YOU READY TO ROLL WITH THE ZAM FAM?

WE'RE READY WHEN YOU ARE.

CONTACT OUR FRANCHISE
RECRUITMENT TEAM TODAY
TO FIND OUT MORE.

EMAIL **FRANCHISING@ZAMBRERO.COM**
TELEPHONE **+61 488 246 241**

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FEEL GOOD MEX

ZAMBRERO.COM.AU

This information is not intended as an offer to sell, or the solicitation of an offer to buy a franchise business. It is for information purposes only. This is not a projection of future sales nor an indication of future performance of Zambrero restaurants.