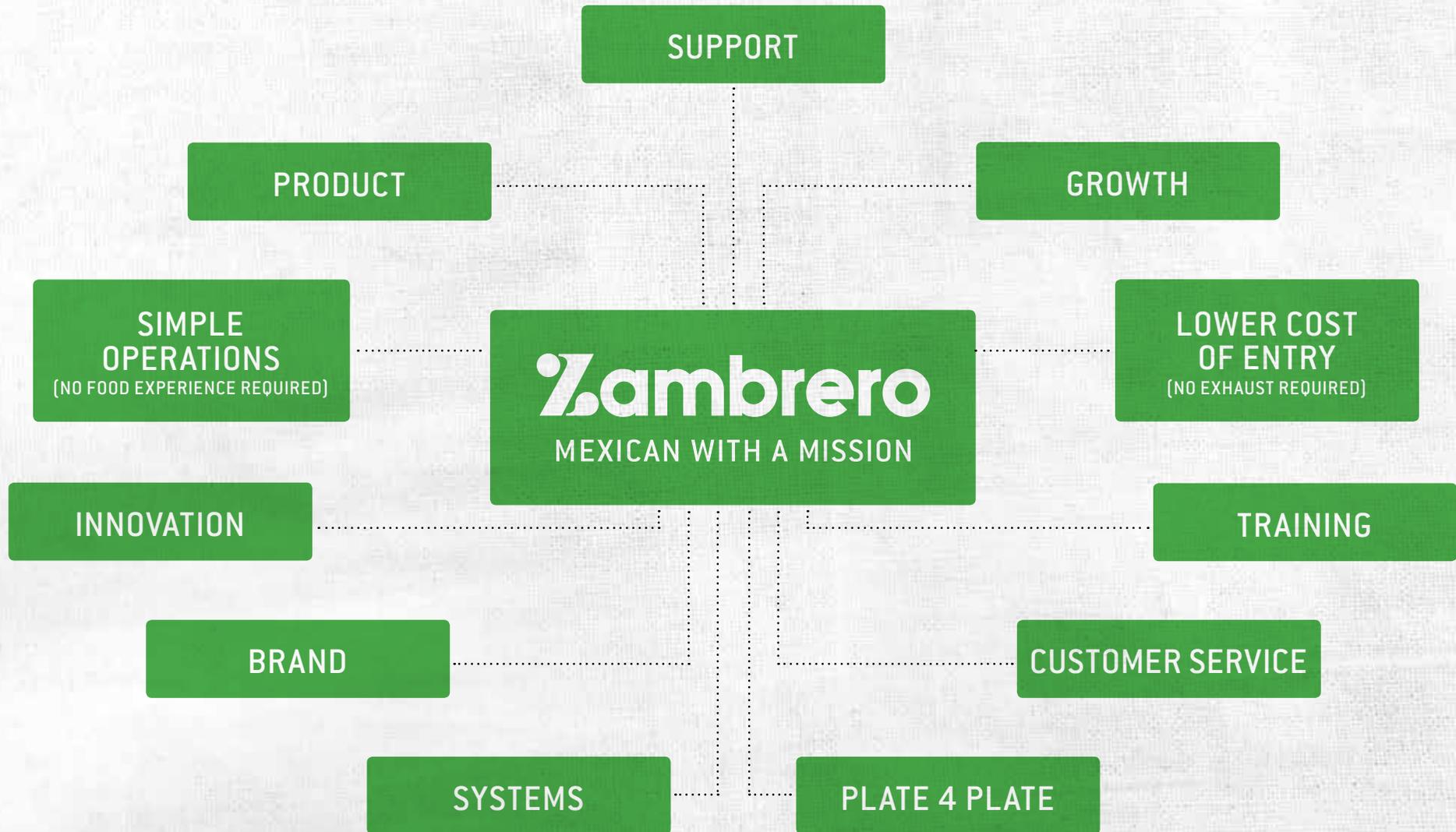


WHY US?

SECTION
6.0

WHY ZAMBRERO?





TESTIMONIALS

LAURA & MIKE,
ZAMBRERO SPRINGWOOD, QLD

Mike was doing electrical work in Townsville and he fell in love with the food and the concept at Zambrero. He came home and said we should open one in our area as there was a real lack of healthy food options. I told him he was being ridiculous because we had no idea about the hospitality industry and he had a great, stable job as an electrician. A couple of months later I was in Adelaide for work and stumbled upon the Hindley Street restaurant, it was super busy and I had a great experience there. When I got home I spoke to Mike and we decided to apply to become a franchisee.

Going in we had absolutely zero hospitality experience (except for making Pizza's when I was 14!). From my business management and accounting background, I had a very good understand of business and implementing processes and procedures. The support leading into store opening and

throughout the open (which was probably the craziest couple of weeks we've ever experienced) was fantastic. Still to this day I feel comfortable to pick up the phone and call our QLD support team. Shawn has been an amazing help with operations and Shane has been like mentor to Mike and I. We completely trust our QLD support team and we are very grateful to have them.

The food is fresh and tastes amazing. The franchise model makes operations very easy and with a solid commitment to delivering exceptional customer service, a franchise partner can easily set themselves up for success

Our store has given us the opportunity to set ourselves up for a great future. We are currently focused on our one store, but who knows what the future will bring!

Photo taken at Zambrero National Conference 2015.



TESTIMONIALS

LUKE GRADY,
FRANCHISE PARTNER,
ZAMBRERO ACT

Having been in the QSR industry for over a decade and looking for something 'new', I was initially drawn to Zambrero by the quality of the product and the strength of the growing Mexican fast food sector. We also liked the simplicity of operations and focus on giving back to the community through the Plate 4 Plate initiative. It is the only QSR brand that makes a significant and ongoing contribution to community in a very real & practical way – by providing millions of meals to those in need. It feels great to be creating a great workplace for our staff and maintaining a profitable business while also contributing to this amazing initiative.

Zambrero approaches their relationships with franchise partners collaboratively – that is, we have always had positive interactions as both parties look for ways to come to agreement. This culture is entrenched in the company, not only in the way

that management and support office staff conduct themselves, but even down to the terminology used – for example, 'franchise partner'. Within our first few months of purchasing our first Zambrero restaurant, we knew that we wanted to grow our business. Zambrero helped us grow to four stores within 18 months, and have been supportive of our plans to further expand. They have worked with us, allowing us to run the businesses independently within Zambrero systems, and finding flexible and out-of-the-box ways to move forward with our future business plans.

Zambrero has a loyal customer base and is growing both in Australia and internationally. There are a multitude of opportunities with the brand, it just depends on where you want to go with it. There are so many reasons for becoming a part of the Zambrero family, but for us, it is as simple as believing in the great product Zambrero offers and contributing to Plate 4 Plate.

Photo taken on Zambrero Vision Trip, Vietnam 2017.

**NEXT
STEPS?**

**SECTION
7.0**

THINKING OF JOINING ZAMBRERO?

SO, YOU'RE THINKING OF JOINING ZAMBRERO? BELOW IS A SUMMARY OF WHAT YOU CAN EXPECT IF YOU DECIDE TO BECOME A FRANCHISE PARTNER.

1. APPLICATION FORM

You will need to submit our Application Form, Confidentiality Deed and pay the refundable \$2,000 deposit. We will review your application and be in touch with you to ask any questions we have or if we need any more information.

2. GETTING TO KNOW YOU

Our Franchise Recruitment Team will be in touch and arrange a call or meeting with you to get to know you better. You will have spoken in detail with your Development Agent up to this point and this call or meeting will give you an opportunity to hear about Zambrero from the Support Office.

3. DUE DILIGENCE

During this time you will be given the opportunity to review our draft documents so you are fully informed prior to making your decision.

4. APPROVAL

Once you are comfortable to proceed and your application has been approved, we will get working on the legal documents and then the fun begins!

5. SITE SELECTION

You will work with your Development Agent on finding the best location for your Zambrero restaurant. Once the location has been found, our leasing team will work with you and the DA to get you the best deal possible to set you up for success.

6. DESIGN

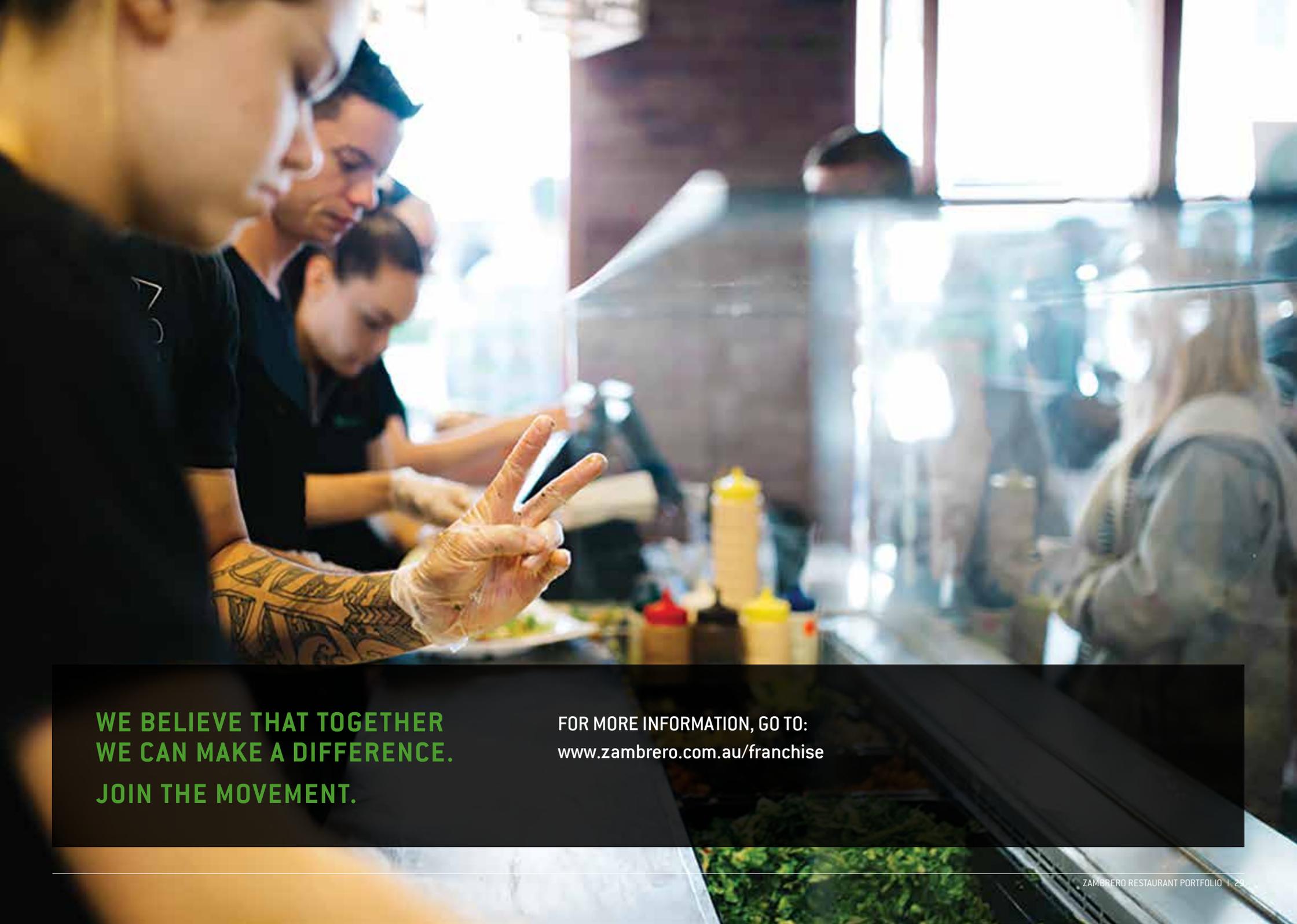
Once the lease terms have been agreed, our in-house design team will start designing your new restaurant.

7. TRAINING

You will work with your Development Agent and their state Operations Teams on your training program. This will consist of a 5 day Induction Program in the Sydney Support Office, In-restaurant training conducted in your home state and one-on-one support in the lead up to your opening.

8. RESTAURANT OPENING

By now, you're ready to open your restaurant! Your Development Agent and their team will be with you every step of the way to assist you and the rest of the Support Office Team are no more than a phone call away.



**WE BELIEVE THAT TOGETHER
WE CAN MAKE A DIFFERENCE.
JOIN THE MOVEMENT.**

FOR MORE INFORMATION, GO TO:
www.zambrero.com.au/franchise