

Own the Next Generation of Mexican Food



Cilantro
TACO | GRILL

The Opportunity

Cilantro Taco Grill is a high-traffic, high profit fast casual concept serving authentic Mexican food. The family-owned concept is a proven business model with 15 corporate-owned locations throughout Chicago – and growing. Cilantro has created a new category in Mexican food featuring the authentic flavors of a Jaliscoan taqueria and the scalability of a Chipotle all under the same roof.

Cilantro Taco Grill is more than an investment in the next generation of Mexican food, it's an investment in your generational wealth. Just ask the family who started it all.



2022 Average Sales of 11 Chicago Locations

2022 Gross Sales	Sq Feet	Sales/Sq Ft.
\$1,400,016.84	1186.18	\$1,180.27

* As found in the current Cilantro Taco Grill FDD

The Secret Ingredient? The American Dream



Cilantro Taco Grill's story depicts a vivid reality of the American Dream that resounds to the majority of Immigrants in the USA. In the early 1980's Don Javier Morfin, a father of 11 children, and his wife immigrated to the USA despite all dangers of travel, weather elements, and language barriers.

Temoc Morfin, one of 11 children, has always been passionate about celebrating his culture and uplifting his community. That's what led him to pursue a career in politics.

But as he grew older he realized that sharing his ancestors' recipes, flavors, and spices through culinary arts was his true passion and this way he would be able to contribute to creating jobs and help others to be successful.

Cilantro Taco Grill was born as a fast-casual restaurant fueled by the authentic flavors of Mexico, the heart of Don Javi, and the vision of Temoc. The high traffic, high profit fast-casual concept has proven its business model with more than 15 corporate-owned locations throughout Chicago. The family-owned franchise has created a new category in Mexican food. The authentic flavors of a Jaliscoan taqueria and the scalability of Chipotle are all under the same roof.



Celebrity-Backed Marketing

Armando Christian Perez, aka Pitbull, has partnered with Fransmart to bring Cilantro Taco Grill to the masses, as part of his mission to help Latino hourly employees become operators and owners for Latin-owned businesses. As part of his investment, Perez will lend marketing support as the brand sets its sights on growing its national footprint to the top 100 media markets.



Armando Perez a.k.a. Pitbull and Temoc Morfin, Cilantro Founder



The Cilantro Taco Grill Advantage

The big players in Mexican food can't offer the authenticity, the history, or the heart of Cilantro Taco Grill. You know what else they can't offer you? The opportunity to invest in an emerging brand with proven success in a competitive market and a business plan built for scalability.



Proven scalability with 15 successful corporate locations in one of the most competitive food markets in the world -- Chicago.



Numbers any franchisee dreams of, with locations pulling an average of \$1180.27 per square foot in yearly sales.



Next-generation technology features like digital menu screens, a robust digital training system, and an integrated loyalty program.



Multiple revenue streams are included with a robust catering program, and access to their extensive retail offerings sold in every store.

Turn up the Heat With a Cilantro Franchise

With Cilantro Taco Grill, you're not betting on success – you're banking on it. This conversion friendly model is perfect for multi-unit franchisees looking to make it big.

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A Family Recipe for Success

Franchisees are Like Family

Customers are tired of imitations and pretenders. Temoc and the team at Cilantro Taco Grill have ensured that your recipes will be authentic, unique, and most importantly, delicious. Authentic always stands out.

Low Labor, Refined Systems

Cilantro's well-organized kitchen flow requires only a few staff members to operate even during the busiest times of day, meaning bigger profits and a quicker path to ROI for franchisees.

Flexible Real Estate Options

Not sure whether you'd want to operate your Cilantro in a strip mall location? Or maybe a free-standing spot with a drive thru? No problem! Cilantro has flexible models for both options, giving you freedom when it comes to real estate.

Incredible Unit Economics

With an astounding \$1,180.27 average sales per square foot, Cilantro is showing the country that consumers are craving authentic food and experiences.

Next Generation Technology

Franchisees will have several next-generation tools at their disposal: Digital menu boards, online training systems, and a customer rewards program.

Conversion Friendly

Cilantro has already made a habit of taking over restaurant spaces from other brands, meaning their model is especially friendly to conversions. Conversions mean cheaper, quicker builds for franchisees, which means a quicker path to big ROI.

Prime Territories Available

Cilantro has become a household name in the ultra-crowded Chicago market. The model is there. The brand is powerful. Franchising your own Cilantro Taco Grill means you have the tools to take over your hometown.

Invest In the American Dream

Build something authentic. We're looking for multi-unit franchisees who want to bring the authentic flavors of Jalisco, Mexico to your hometown.

Start Up Costs & Fees

\$273,000 to \$726,000



Royalties

6% Gross Revenue

Franchise Fee

\$35,000

WW Creative Fund

Up to 2% Gross Revenue

Marketing

1% Gross Revenue

Multi-Unit Development Fee

Minimum of 5 units; if developing 6-9 units, \$175,000 for the first 5 units + \$17,500 for each additional unit; if developing 10 or more units, \$262,500 for the 10 units + \$17,500 for each additional unit.



Franchisee Requirements

Operational experience in business is a plus, but not required assuming a professional Director of Operations will be part of your team.

Prospective franchisees must meet the minimum requirements below to be considered for a Cilantro Taco Grill franchise.

\$1M net worth *

\$500k liquid capital available for investment*

Ready to begin development within the next 3-6 months

Ready to grow a multi-unit territory in a major US area

Ready to Grow Rich with Tradition?

Join the Cilantro Familia at Fransmart.com/cilantro-taco-grill

