



California
TORTILLA®

Fast Casual
\$52 Billion



Top 100 Fast Casual Chains
By Percentage of Sales

\$963,831

Average Store Revenue*

\$2,397,109

Highest Annual Gross Revenue*

*Numbers obtained from our Item 19, 2017 FDD

Proven Concept | Strong Corporate Culture | Owner Operator
Customer Service Oriented | Eco Friendly



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TORTILLA®

WHO WE ARE

- California Tortilla is Mexican food re-imagined.
- Chef inspired, great food! Customizable with 25 homemade recipes.
- We use only fresh, high quality ingredients. No freezers in our restaurants!
- We are greener than fresh avocados, committed to reducing our ecological footprint.
- Hyper-focused on customer service.

WHY CALIFORNIA TORTILLA

- Outstanding unit economics: AUV of \$963,831.
- "Exceptional" franchisee validation as evidenced by the 2016 Franchise Business Review report.
- Proven system & successful concept: 14 years of operation.
- Strong corporate culture: Passionate about the business and empower staff and franchise owners.
- Diverse customer base: Families, millennials, baby boomers, retirees, men and women.

WHO WE WANT

- Owner Operator or Multi-Unit Capable.
- Passionate about building and leading a team.
- Previous full service or fast-casual bar/restaurant experience.
- Business Acumen.
- Dedicated to customer service.

HOOKS & HANGERS

- \$52 billion Fast Casual industry.
- High standards for quality. Fresh just tastes better!
- Proven sustainable model: 49 units open across 6 states and internationally.
- Flexible Footprint: 600 sq ft-2,400 sq ft.
- 172% sales over investment compared to competition.

Franchise Fee: \$40,000-\$125,000

Investment Range: \$412,700-\$708,800 | Royalty: 5% | SBA Approved