



100 MONTADITOS RESTAURANT

A GLOBAL BRAND FROM SPAIN

100
MONTADITOS
/ SEVILLA - TAPAS /

THE CONCEPT IN BRIEF

100 MONTADITOS, characterized by their variety and high quality, combines leisure and gastronomy in an original concept. It is based on an extensive offer of 100 montaditos and other specialties from Spain at unique and highly competitive prices.

As pioneers in the national food industry sector, the brand's philosophy is to provide consumers with healthy food, in a warm, comfortable and casual setting, always with great attention to customer care. Based on a different model to the one so often used following the fast food concept, 100 MONTADITOS encourages customer participation through personalized orders and direct visualization of the preparation process of its products.

100 Montaditos was founded in 2000 in Andalucía (South of Spain). The outlets also recreate the feel and décor of traditional twentieth-century Spanish taverns, helping to give the brand its very own and singular image. The restaurant specialized in montaditos, crunchy Spanish rolls baked to order and jam-packed with traditional Spanish ingredients as Serrano ham, Spanish tortilla, chorizo sausage and Manchego cheese.

100 Montaditos is classified as a fast casual restaurant because we use a quick-service system designed to minimize wait times. Unlike some other fast casual restaurants, our comfortable, traditional and cheerful locations and places customers like to stay. Our restaurants feature hardwood or tile floors, marble countertops and tables, mood lighting and authentic old Spanish tavern images, making them perfect places for friends and family to enjoy conversation as they share delicious food and drinks. Such casual dining places are an important part of the Spanish way of life.

In 2009, 100 Montaditos began expanding internationally. We chose Miami in early 2011 as our first US outpost and Americas headquarters. 100 Montaditos now operates more than 400 owned or franchised restaurants within and outside of Spain which combined have served up more than 100 million montaditos.



Coral Way, Miami, Florida



WHY 100 MONTADITOS?

- **Low prices for menu items**, growing a large and loyal clientele.
- **Our own bread**, baked to order and patented in Spain.
- Menu with a wide variety of Spanish dishes with an unbeatable price/quality.
- **No table service**. Customers pick up their own orders when they hear their names through the sound system.
- Customers pay when ordering. There are **no unpaid accounts** in our restaurants.
- Management **training period is 6 weeks**.
- **Business originality**. There are **no similar franchising** concepts.
- Operational **simplicity of the business**.
- **Specialized departments** to provide **solutions to any problem**.
- **Well-defined** working system and know-how
- Everything goes through a centralized distribution center: **one single bill**.



THE MONTADITO

One Culture, 100 ways to enjoy it

Fun, taste, joy, diversity, friendship, cheers, stories, health ... Spain is this and more. Therefore we created the experience of a Spanish tavern in 100 Montaditos.

A place where you can live Spanish cuisine in small sandwiches we call Montaditos. Montaditos, is plural because we offer up to 100 from which you can choose from because variety is the spice of life.

But... What is a Montadito? The Montadito is a typical element of Spanish culture and gastronomy. It is the perfect size to enjoy a variety and indulge in a medley of Spanish flavors.

Our bread is freshly baked to order and it's made with a secret recipe that can only be found at 100 Montaditos.

What are you waiting for?
You have 100 different flavors to try!

Our menu is packed with mouth-watering options that are sure to satisfy any craving. Apart from our famous montaditos, customers can enjoy the most delicious Spanish products in a wide menu that includes: appetizers, platters, salads, desserts... Catch up with friends over a pitcher of sangría or enjoy a family dinner, with the best quality at the best price.



2 Frequently Asked Questions

FAQ

Q. Can I sign up to open and operate just one store?

A. Yes.

Q. What are the minimum financial requirements to qualify as a franchisee?

A. You must have \$1.2 million net worth and \$500,000 liquid assets to qualify (based on multi-unit development).

Q. How much can I make as a Franchisee?

A. U.S Franchise Rules do not allow us to discuss any numbers except those that are in item 19 of the FDD. You may speak to our franchisees in order to understand this type of information.

Q. How much is the royalty fee?

A. The “royalty fee,” is 6% of net sales and is paid monthly. This fee entitles you to use the “100 Montaditos” service mark, use of our distinctive system, marketing assistance, ongoing business development and counseling, as well as other benefits that come with being a 100 Montaditos franchise.

Q. Will I have an exclusive territory?

A. You will not receive exclusive territory. 100 Montaditos grants you an Area of Primary Responsibility. In the case you execute a Development agreement, you will be granted a territory.

Q. Do I need to have real estate site before I sign up to be a franchisee?

A. No, we will assist you in identifying appropriate real estate sites once you become a franchisee.



Coral Way, Miami

Q. I do not have direct restaurant experience. Is it possible to be approved as a new franchisee?

A. We welcome people with a demonstrated history of success, preferably in a multi-unit, high traffic retail environment. Senior level corporate experience and a history of entrepreneurial success are also viewed positively.

Q. How much training is provided?

A. You will participate in an initial training course. The initial training covers all material aspects of the operation of a 100 Montaditos restaurant and is comprised of classroom and on-the-job training.

Q. What is the term of the Franchise Agreement?

A. The initial term of the Franchise Agreement is ten years from the date the Franchise Agreement is signed. The franchise agreement is renewable for one successive term of five years, providing you have complied with the provisions of the Franchise Agreement.

Q. What is my next step?

A. Complete the Confidential Franchise Application Form and return it to us. If you have any questions, please feel free to call us at (305) 979.5858, and ask for a franchise representative or write us at igarcia@100montaditos.com. We look forward to speaking with you.

3. Becoming a 100 Montaditos Franchisee

- 1 Inquire and submit your contact and basic information to us via our website www.100montaditos.com, or call us at 305.979.5858
- 2 Receive our marketing package with initial information as well as our confidential franchise application
- 3 Fill out our franchise application and send it to us at: igarcia@100montaditos.com
- 4 Have a conference with one of our franchise representatives
- 5 Receive our Franchise Disclosure Document, or FDD, which tells you in detail about our franchise



Doral, Miami, Florida

- 6 Sign and Return the 100 Montaditos FDD Receipt
- 7 Schedule a Discovery Day at one of our stores in South Florida.
- 8 Receive the prospective franchisee financial condition application and send back to us for final review of your qualifications
- 9 Choose Territory to develop
- 10 Execute 100 Montaditos Letter of Intention
- 11 Congratulations, welcome to the 100 Montaditos Family!

4 Countries with Open Franchise Opportunities

USA

Spain

Italy

Portugal

Francia

Republica
Dominicana

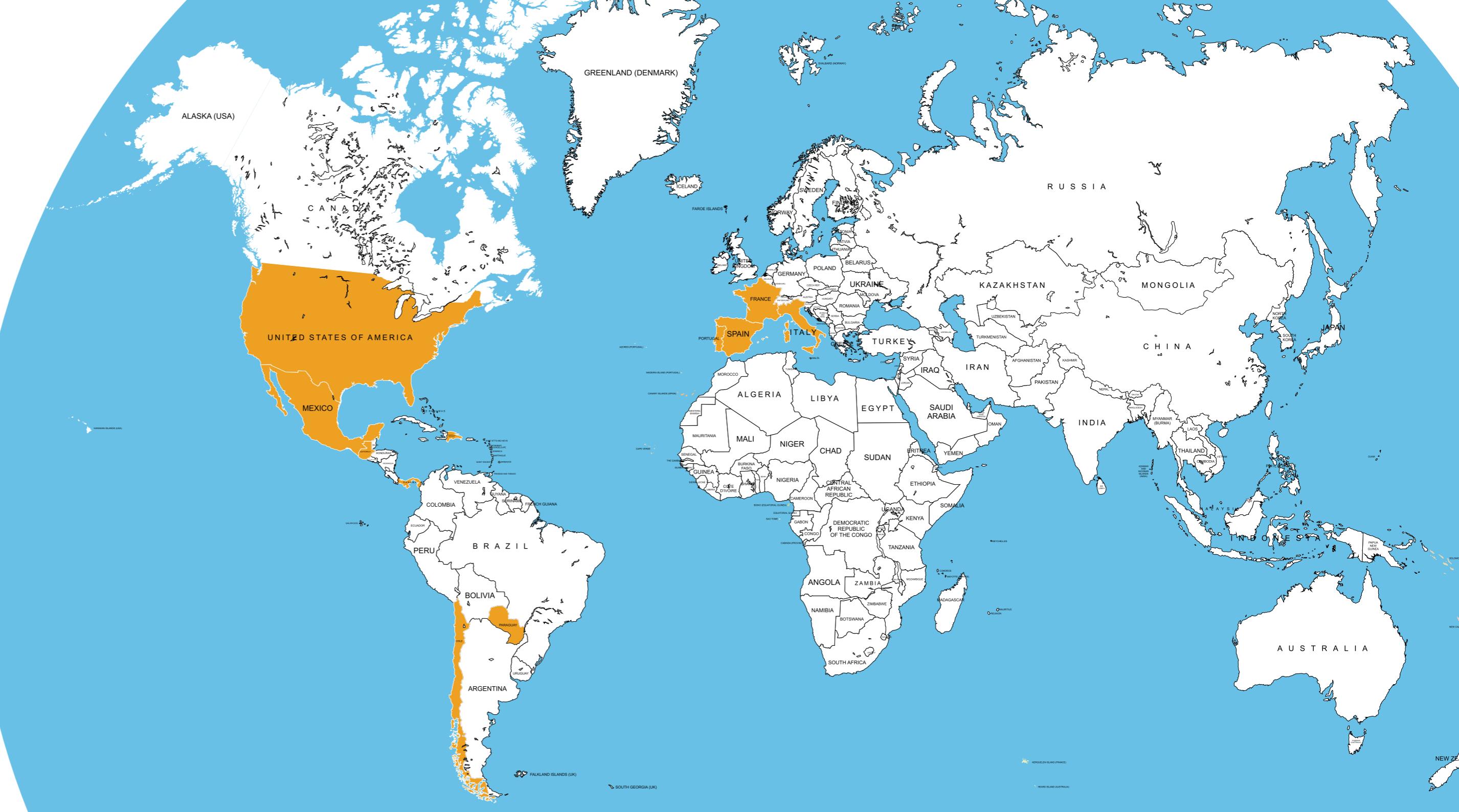
Mexico

Panamá

Chile

Guatemala

Paraguay



5. Site Selection Criteria



Recommended Site Requirements

(Standard Store)

- Ability to obtain beer and wine license.
- Interior floor space: 1,500 to 2,000 sf with patio
- Frontage: Minimum store front-18 sf
- Kitchen Size: Approximately 30%



Demographics

- Superior Level of residential density within 1, 2 & 3 miles of the location.
- Daytime/Nighttime/Weekend population: Minimum of 80,000 or more people within a 3 mile radius of the location.



Visibility

- Signage: Good visibility from both directions of traffic from the primary street.
- Storefront: Prefer unobstructed view of the front door from all exterior sides.



Accessibility

- Good Pedestrian and vehicular access to the storefront.
- Casual Brands: Carrabba's, Cheesecake Factory, Applebee's, T.G.I Friday's, Outback, etc.
- Fast Casual Brands: Chipotle, Panera Bread, Burger Fi, Moe's, etc.



Co-Tenancy



Traffic Generators

- The location should be surrounded by entertainment destinations, theater districts, schools, universities, sporting venues, destination activities, hospitals, regional malls, etc.

6. Facts and Figures



- These figures may change and are not binding.
- These conditions will apply until April 30th 2024.
- These conditions will apply only in the State of Florida, US.

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■ Responsibilities

The franchisee is responsible for:

- Initial Franchise fee
- Forming an LLC, Corporation or other legal entity for signing franchise documents
- Finding Locations
- Leasehold improvements and equipment
- Hiring employees and operating restaurants
- Paying 6% monthly royalty to the company



The company provides:

- Access to formulas and operational systems
- Store design and equipment ordering guidance
- Training program
- Operations Manual
- Representative on site during opening
- Periodic evaluations and ongoing support



Legal Disclaimer

"This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state."

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FOR MORE INFORMATION:

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