

# FRANCHISING INFORMATION PACK

2022 FRANCHISING INFORMATION PACK







# WELCOME

At GYG our franchisees are the most important aspect of the GYG brand. We aim to partner with the best franchisees in the world who believe in our values and share our passion for food, culture and people.

Our franchisees have a special GYG quality, there's a certain energy they need to possess, a hunger for success and an unwavering belief that together we are creating the best restaurant company in the world.

Our franchisees have exceptional leadership and communication skills and they don't shy away from the hard work and long hours involved in building a world class restaurant business in partnership with us.

If this sounds like you, we encourage you to keep reading this brochure then make contact with our franchising team.

Love ya,  
Steven Marks  
Founder & CEO



## STEVEN MARKS FOUNDER & CEO

When New Yorker Steven Marks settled in Australia in 2002, he saw a gap in the Australian market for fresh, fast, delicious Mexican food.

He opened his first Guzman y Gomez restaurant in Sydney's Newtown in 2006 with his childhood best friend and Co-Founder Robert Hazan.

Steven has been passionately involved in every stage of building this rapidly growing business. He believes that fast food should be good food with the vision of reinventing it's perception through the use of quality fresh produce investment in technology, speed of delivery, and the authenticity of the Mexican experience.

## ROBERT HAZAN CO-FOUNDER & DIRECTOR

Robert relocated to Sydney in 2002 after spending 8 years with The Hazan Group, a 3rd generation NY based apparel manufacturer with an annual turnover of \$90 million per annum.

When Guzman y Gomez launched in late 2006, Robert decided to focus all his time and attention on the GYG brand as Co-Founder and CFO - concentrating on finance, supply chain management and IT systems.

Through the rapid growth, Robert has worked across all aspects of the business. Most recently, his main focus was launching the first GYG in the USA moving stateside to oversee the brand's expansion.



GYG is proud to be called a fast food company. We don't shy away from being fast, convenient and affordable. In 2006 we set out to reinvent fast food, we believe that fast food doesn't have to be bad food and we have done it. What we do is different and that's exactly what sets us apart from the rest.

At GYG, our job is to make every customer love us. We aim to give our guests the choice on how they want to eat GYG. We serve breakfast, lunch, dinner, 24/7 across drive thru, dine in, takeaway and delivery. You can eat GYG anytime, anyhow, anywhere.

Our food is 100% CLEAN – it took three years for us to work with our suppliers to ensure our food was 100% clean which means, no preservatives, no artificial flavours, no added colours and no unacceptable additives in our food.

Our food is REAL, made using the best produce and prepared fresh every day. We celebrate our own special GYG culture, music and art by embracing our crew and guests from all over the world.

**OUR BELIEFS**



"I'LL NEVER COMPROMISE ON MY PEOPLE AND I'LL NEVER COMPROMISE ON MY FOOD"

- STEVEN MARKS

## IT'S ALL ABOUT THE FOOD!

Our food is what separates us from all others. Execution must be perfect - every order, every day!

## MAKE EVERY CUSTOMER LOVE US

We control our customers' experience. Make it memorable, every time! And don't forget - our smiles are contagious!

## BE REAL

We say (with respect) what we think and we don't make excuses.

## GOT YOUR BACK

We are in this together. We take care of each other - always!

## IT'S UP TO US!

The future is ours to dominate!

**OUR VALUES**





# OUR FOOD



At GYG our number one value is **IT'S ALL ABOUT THE FOOD.**

Since Day 1 we have been obsessed with making delicious Mexican food using the best quality fresh produce. And when we say obsessed, we really mean it – you know the amazing crispy crunch of the GYG Corn Chip? Well it's only that good because we tried 19 different recipes before we found one that we are happy with (for now).

Our commitment to our food is on display every single day at our specialist test kitchen, La Cocina, an innovation space near Hola Central where we are constantly refining our menu and developing the next Cali Burrito or \$3 Taco.

We will never compromise when it comes to serving amazing food, it can always be better and we'll always strive to make it better. We are looking for franchisees who share our passion, because no one does it quite like GYG!

"WHO SAID FAST FOOD HAS TO BE BAD FOOD?"

- STEVEN MARKS



# WELCOME TO CAFÉ HOLA!

BY GUZMAN Y GOMEZ

IF YOU HAVEN'T TRIED BREAKFAST AT GYG THEN  
YOU ARE SERIOUSLY MISSING OUT!

Free Range Scrambled Egg and Bacon Burritos, Guac or Avo on Toast, Barista made 100% Arabica coffee and the most recent addition of Breakfast Tacos are just some of the menu items available.



"CAFÉ HOLA BREAKFAST RESTAURANTS  
ARE REALLY STARTING TO EXPLODE, OUR  
BREAKFAST MENU IS PUTTING BUG ON THE  
MAP AND WE'RE NOT STOPPING"

- STEVEN MARKS





# CLEAN IS THE NEW HEALTHY

What does Clean mean? To GYG, Clean is the New Healthy and that means that in GYG's food there are:

- No added preservatives
- No artificial flavours
- No added colours
- No unacceptable additives

Three years ago we took a really good look at our menu. We wanted to make sure there was nothing hidden in our food that we didn't know about.

We decided to start our long journey to Clean to make sure every GYG guest could walk away feeling great about what they were eating.

Whilst we didn't have a lot of unacceptable additives or added preservatives in our food,

we did have to challenge many of our suppliers and partners to create entirely new products for GYG to fit within our strict Clean guidelines.

It wasn't easy but after three years, we've done it!

We're not just changing an industry, we're re-inventing fast food. Who says fast food has to be bad food? This journey has resulted in GYG having no added preservatives across the menu including items like our fries, tortillas and cheese. In fact even our salsas and marinades, which are usually packed with preservatives, are completely Clean.

We would love all of you to jump onto social media to watch the videos we have created on our journey to Clean.



# TIMELINE

**MAY 2016** An audit of all GYG ingredients was conducted by an independent nutritionist. Our Unacceptable Additives list was developed and work began on transitioning to a 100% Clean food menu.

**AUG 2016** Stage 1: Preservative Free Tortillas, Corn Chips and Hard Tacos - Began an in-store trial of Mission Tortillas with Preservative 282 and calcium propionate removed and salt reduced.

**SEP 2016** GYG launched Free Range Chicken across all restaurants.

**SEP 2016** Began sourcing a Clean fry and seasoning. Both to be free from added preservatives found in many fries.

**OCT 2016** Removed preservatives and reduced salt and sugar in Mojo de Ajo.

**OCT 2016** Removed preservatives, and reduced salt and sugar in Smokey Chipotle and Habanero marinades and salsas.

**OCT 2016** Reduced salt and completely removed sugar from rice.

**OCT 2016** Stage 1: Cheese - Began investigating possible solutions for a preservative free cheese, aiming to remove preservative 200 and sorbic acid.

**JAN 2017** Stage 1: Churros - Removed artificial colour 110 (sunset yellow) from Dulce de Leche Churro sauce.

**FEB 2017** Rolled out Clean vegetable stock nationally, removing flavour enhancers.

**MAR 2017** Stage 2: Preservative Free Tortillas, Corn Chips and Hard Tacos - Reformulated tortilla to remove antioxidant 320 & Butylated Hydroxyanisole (BHA).

**MAR 2017** After reviewing numerous fry options, we launched Skin-On Fries with GYG Chipotle Seasoning. The Fries are free from added preservatives and unacceptable additives.

**MAR 2017** In line with the launch of fries, GYG launched a new Canola and Sunflower blend oil (BHA Free).

**APR 2017** Stage 3: Preservative Free Tortillas, Corn Chips and Hard Tacos - Stores began to transition to products free of added preservatives.



**APR 2017** Removed antioxidant BHA from our Chipotle Mayo.

**APR 2017** Added a 100% Clean Vegan Mex Chimi Mayo to the menu.

**JUN 2017** Stage 2: Churros - Removed Palm oil & artificial flavours from Churros.

**JUN 2018** Stage 3: Churros - Rolled out new Churro made in Australia with Natural Vanilla.

**AUG 2018** Switched to new less processed marinades and salsas made with fresh produce direct from Mexico.

**NOV 2018** GYG launched preservative free Ground Beef as a filling.

**MAY 2019** Worked extensively to source premium nitrate free Australian bacon for breakfast.

**MAY 2019** Stage 2: Cheese - After consulting with 8 suppliers locally, two in the USA and reviewing over 30 cheeses. GYG rolled out an Australian cheese, free from preservatives.



# OUR GUESTS

**TO SAY OUR GUESTS LOVE US IS AN UNDERSTATEMENT, AND THE FEELING IS 100% MUTUAL!**

We believe our job is to make sure that every guest falls in love with GYG. Whether you are cooking perfectly flame grilled chicken, serving our guests with a smiling face, or a Franchisee running a restaurant (or even a few restaurants), it's all about delivering an amazing guest experience, every single time!

At GYG we truly listen to our guests. We have a dedicated customer service team who support our restaurants and spread the GYG love to our guests. Our customer service team all have experience working in GYG restaurants and live to help our guests. We don't just answer complaints, we proactively reach out to our guests and the very lucky ones will receive a merchandise pack from time to time.

We want partners that are just like us, always striving to deliver that perfect guest experience every single time.



GOMEX is GYG's loyalty program, run through the GYG App. There are over **500,000** active GOMEX users.

**GOMEX**



# OUR PEOPLE

**OUR CREW, OUR FRANCHISEES AND OUR HOLA CENTRAL STAFF ALL SHARE ONE THING IN COMMON - PASSION!**

Our Franchisees are leaders they inspire their crew to learn our business and create long lasting memories and career opportunities for them.

We welcome our Franchisees to grow their restaurant portfolios in partnership with their high performing Restaurant Managers, this is one pathway to business ownership at GYG.



# OUR OPERATIONS TEAM

## CORPORATE OPERATIONS

GYG believes that to be the best restaurant company in the world and to guide our franchisees to success, we must be able to own and operate our own restaurants and lead the way. For this reason, we own and operate a number of restaurants across our international portfolio.

## FRANCHISE OPERATIONS

GYG's team of dedicated Culinary and Operations Coaches partner with each franchisee to lead them to success. Their responsibilities are to ensure that our food and operational procedures are exceptional, consistent and always meeting the GYG standards.

## RESTAURANT SOLUTIONS

Our innovation team are responsible for the roll out of new menu items, food execution, operational procedures, crew training & restaurant efficiency to name a few. The operations solutions team are there to support our restaurants and aim to ensure their focus can remain on making every customer love us.



**\$3 TACO**  
WE'VE GOT YOUR BACK.  
\*NOT AVAILABLE FOR DELIVERY

**GOOZ MAN EEE GO MEZ**

**CLEAN IS THE NEW HEALTHY**  
NO ADDED PRESERVATIVES  
NO ARTIFICIAL FLAVOURS  
NO ADDED COLOURS  
NO UNACCEPTABLE ADDITIVES  
IN OUR FOOD.

**WE'RE SHOWING A BIT OF SKIN**

**OUR MARKETING**

At GYG we do marketing a little differently. We've built a huge cult following of loyal GYG fans by telling the real stories behind our delicious food and our amazing people. There are no crazy stunts and no buzzwords, our marketing is focused on building the GYG brand and delivering great sales results for our franchise partners. If you've heard about GYG, marketing is the reason why.

From our famous Opening Day specials to our annual Day of the Dead Celebrations, our brand is at the core of our marketing, there's no mistaking a GYG campaign when you see it.

To see more, follow Guzman y Gomez.





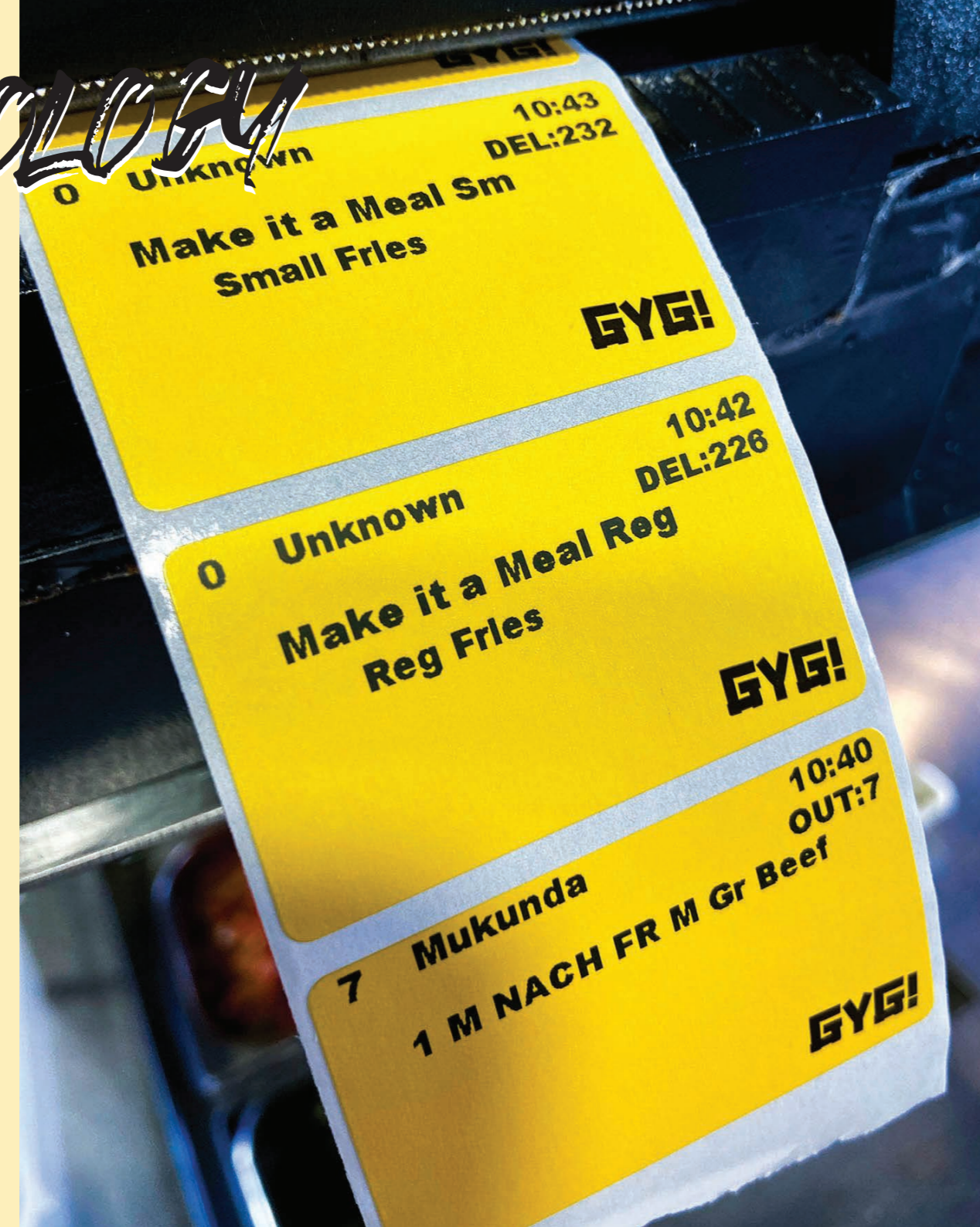
# OUR TECHNOLOGY

## Technology & Innovation are at our core.

Early on we decided that we needed a bespoke sticker system to feed orders to our line quickly. It didn't exist so we created our own system.

As we have scaled GYG have invested heavily in data, technology and platforms to assist us in running and understanding our business.

We work to ensure each piece of technology we use is world class. We have up to the minute data and insights available to each franchisee on their own restaurant performance. We developed a world class APP to provide contactless digital purchase to guests, a market leading loyalty platform, a bespoke API from delivery partners integrating into our point of sales system, digital menu boards and content management systems in addition to a 24/7 technical support team to monitor tech requirements in each restaurant.



When building a business, you can't sit still, otherwise you don't win. The biggest opportunity GYG took advantage of in the early years was speed. In creating our linear cook line, we created the fastest operating platform in the world.

Our average guest order time in our restaurant is under 4 mins.

Our average drive thru order time is 3 mins 30 seconds.

GYG's focus on accuracy, speed and convenience ensures that every order is made as quickly as possible.

This doesn't mean we compromise on quality or our guests experience. Because we want every guest to walk away feeling like we truly care... because we do!



GYG's journey began in 2006 with our first restaurant in Newtown, Sydney.

After embracing the franchise business model, GYG now spans over 150+ restaurants in 4 countries across Australia, Singapore, Japan and the USA.

# BRAND GROWTH

**NOV 2006** GYG founded in Sydney, NSW (Newtown)

**JUN 2009** Board of investors join GYG

**DEC 2010** First franchised restaurant opens in Brisbane, QLD (Fortitude Valley)

**MAY 2012** GYG opens in Melbourne, VIC (Highpoint)

**AUG 2012** First franchised restaurant opens in Canberra, ACT (Canberra Centre)

**JAN 2013** First franchised restaurant opens in Perth, WA (Northbridge)

**OCT 2013** First Master Franchise restaurant opens in Singapore (Asia Square)

**APR 2015** First Master Franchise restaurant opens in Tokyo (Harajuku Laforet)

**JULY 2015** First GYG Drive-Thru opens in Nerang, QLD

**NOV 2016** Launched Free Range Chicken

**MAY 2017** Launched preservative free Fries

**SEPT 2017** Partnered with Alphabet to deliver the worlds first Burrito via Drone

**NOV 2017** Burleigh Heads 100th GYG store opens

**FEB 2018** Launched Breakfast

**MAY 2018** GYG Swanston St first 24/7 restaurant

**JUNE 2018** Launched Food Stories video series

**AUG 2018** TDM invested in GYG

**SEP 2018** GYG wins QSR Multi-Site Restaurant of the Year & QSR Marketing Campaign of the Year

**NOV 2018** Launched Little G's kids meal offerings

**FEB 2019** Launched Café Hola breakfast

**JULY 2019** UBEREATS Asia Pacific Sustainability Award

**SEPT 2019** Clean is the New Healthy campaign launch

**JAN 2020** Opened first restaurant in USA (Naperville, Ill)

**JULY 2020** QSR Multi-Site Restaurant of the Year 2020

**APRIL 2020** Launched \$3 Tacos

**DEC 2020** Magellan and Athletic Ventures invested in GYG

**FEB 2021** Fast Food, by GYG campaign launch

**SEPT 2021** Launched Shredded Mushroom filling

**NOV 2021** Good Mornings with GYG campaign launch

**APR 2022** Launched GYG's New App



# WANT BURRITOS?



**FAST FOOD IS A 20 BILLION DOLLAR INDUSTRY IN AUSTRALIA**



**150+ RESTAURANTS**



**4 COUNTRIES**



**30-35 NEW RESTAURANTS EACH YEAR**



**400 – 500 BURRITOS SOLD PER HOUR**



**51 FRANCHISEES  
59% ARE MULTI SITE**



# MEET OUR BOARD



## GUY RUSSO (CHAIRMAN)

Former CEO Kmart and Target  
Former CEO McDonald's Australia and Greater China



## TOM COWAN

Director at TDM Growth Partners (TDM)  
Former NED at Baby Bunting



## HILTON BRETT

Operations Advisor for TDM  
Former co-CEO, Accent Group  
Current NED of Pacific Smiles



## STEVEN MARKS

GYG Founder and CEO



## STEPHEN JERMYN

Former CFO and Board member,  
McDonald's Australia



## BRUCE BUCHANAN

Founder and CEO, ROKT  
Former CEO, Jetstar



## JACQUI COOMBES

CEO for Bunnings NZ and Head of  
People & Culture at Bunnings Group



## ROBERT HAZAN

GYG Co-founder and NED

# MEET OUR LEADERSHIP TEAM



## STEVEN MARKS

Founder and CEO



## LARA THOM

Chief Marketing Officer



## REBECCA LOWDE

Chief Financial Officer



## GEORGE MANDILIS

Chief Development Officer



## NAOMI HIGGINS

Chief of Staff



## CLAUDINE TARABAY

Director of Finance



## JOHN MORRISON

Chief Supply Chain Officer



## NIKKI RICHARDSON

Director of APAC  
Franchise Operations



## SCOTT BAYNE

Director of Corporate  
Operations & Culinary



## SARAH CORBETT

General Counsel



# RESTAURANT FORMATS

## FOOD COURTS

60-90m<sup>2</sup> +



## STRIPS

120-150m<sup>2</sup> +



## DRIVE-THRUS

190m<sup>2</sup> +



# FINANCIAL INVESTMENT & REWARDS



Whilst it's known that GYG is a successful franchise, the start of any new business is always a risk and success is not guaranteed. In the end, it is up to you to lead your team towards the highest standards of operational excellence. The success of your GYG store will be dictated by how well you implement and adhere to our core values. At all times, GYG will work closely and transparently with you to achieve our common goals.

We know that becoming a franchisee is a huge personal commitment and significant investment hence why we encourage you to ask questions and seek independent advice along the process where required.

The total investment to establish a new restaurant will vary between \$1 – 1.5m including all GYG Fees, Construction and working capital requirements as well as training. We are accredited with a number of banks that usually lend up to 50% of the total investment cost. We will share more financial information with you as you progress through the process.



# THE PROCESS

## STEP ONE

Make an online enquiry and fill out the questionnaire

## STEP TWO

Our franchise recruitment team will contact you by phone for an initial interview

## STEP THREE

Online interview with our CRO

## STEP FOUR

Online brief meeting with our CEO and Founder

## STEP FIVE

We will send you a Franchisee Application Form and NDA

## STEP SIX

We will share high-level information about the business

## STEP SEVEN

Opportunity for you to spend 2 days in a restaurant to understand our operations and culture

## STEP EIGHT

Connect with our franchisees and discuss financial capability with our affiliated banks – They shall provide you with an indicative

## STEP NINE

We will share more high-level information to assist you with your Due Diligence

## STEP TEN

Meet us at our Head Office in Sydney for your Final Interview with our Executive Team

## STEP ELEVEN

We will send you the legal documentation and site information

## STEP TWELVE

(Unpaid) Training will start between 7 - 12 months prior to the store opening. Our New Restaurant Opening (NRO) team and Culinary and Operations Coach will support you

## STEP THIRTEEN

Opening Day!  
Get ready for the \$5 burritos & bowls day!

# TRAINING & NRO TEAM

## FRANCHISEE TRAINING AND PRE-OPENING.

We recommend our franchisees to undergo a 12 month training plan to learn the business from ground up. The training plan is divided into field training and new restaurant opening (NRO) checklist.

Field training is a shoulder-to-shoulder training in the restaurant learning everything from preparing our fresh ingredients to building a roster. You will have a dedicated support from our Culinary and Operations Coach team to ensure we achieve the necessary outcomes during your field training.

NRO checklist includes all the required tasks for you to have a successful opening day from setting up your credentials with our suppliers to ensure all your hiring and recruitment is up to date. We also have our NRO team who will guide you through this process and ensure you are on track.

## POST OPENING

Continual Culinary and Operations team support with 24/7 Tech and operational support.

Restaurant development days and 1 on 1 Webinars as new products or services are launched.

Face time with our Leadership team as part of Round Table discussions at least twice a year. Dedicated HR team to assist with managing your team.





DO YOU  
HAVE  
WHAT  
IT TAKES?

- Energetic, resilient and relentless – Ready for hard work in a fast-paced gourmet kitchen.  
**We don't compromise!**
- **Passion for Food** – Love to be around food, enjoy fast-paced environments, passionate about providing quality and fresh food to our guest
- **People comes first** – Demonstrate experience in being a leader, motivating and developing large diverse teams. Lead by example using a range of soft skills
- **Understands 'hospitality lifestyle'** – long hours, high pressure, unstoppable and demonstrate significant business acumen and successful career
- **Able to engage on a long-term commitment** – 10 to 15 years (depending on tenure)

YIP!



- **Ready to relocate** (if needed) and become an owner operator – Desire to be a local hero
- Willing to divert other business involvement in order to devote full-time and best efforts for the daily operations of the business
- Financially capable to invest in the business including 7 months of unpaid training
- Have family and personal support and engagement towards owning and operating the store
- **Cultural Fit** – Align with GYG values and franchise community

If you believe you have all these attributes and get motivated in a busy and innovate environment, if you are not afraid of changes and truly believe in our mission to reinvent fast food, then click on the "enquiry" button on the previous page and talk to one of our franchising recruitment team. We will be delighted to hear what you have to say.



