FRANCHISING INFORMATION PACK



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2025 FRANCHISING INFORMATION PACK



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GYG!



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

The Founders



STEVEN MARKS

FOUNDER & Co-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

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 guest 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



Our Values

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 GUEST LOVE US
We control our guest's 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 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 21 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 Crispy Chicken Tender, 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 EXPLORE OUR BREAKFAST MENU, IT'S PUTTING GYG 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**

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

OCT 2016 Reduced salt and completely removed sugar from rice.

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

MAR 2017 Stage 2: Preservative Free Tortillas, Corn Chips and Hard Tacos - Reformulated tortilla to remove antioxidant 320 & Butylated

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).

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

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

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.

APR 2017 Removed antioxidant BHA from our Chipotle Mayo.

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.

APR 2022 Further product development and substitution of ingredients to improve formulation. This product now utilizes natural ingredients.

MAR 2023 Simplification of formulation in our chorizo sausage with fewer ingredients.

APR 2023 Further product development and substitution of ingredients in our Fries Seasoning & cinnamon sugar to improve formulation.

APR 2023 Further product development and substitution of ingredients in our vege stock to improve formulation.

NOV 2023 Crispy Chicken Tenders made from 100% Lilydale free-range chicken breast, with our very own GYG flavours, and formulated without wheat or gluten-containing ingredients. This product was developed over three years.

NOV 2023 Further product development and substitution of ingredients of our Guerrero Marinade to improve formulation.

APR 2024 GYG relaunched the "Clean is the New Healthy" campaign. As we grew, we aimed to educate new guests, reinforce our Clean credentials, and spread the message to those who weren't aware of our Clean menu.

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 Rewards is GYG's loyalty program, run through the GYG App.

There are over **880,000** active GOMEX users.

GOMEX REWARDS





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.



















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.

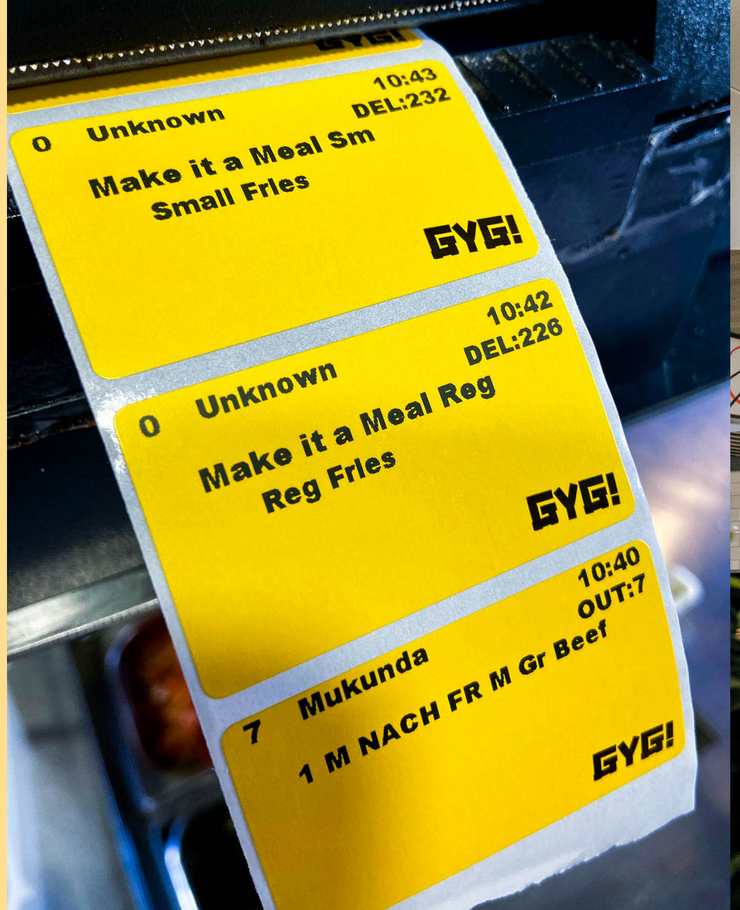
Our Technology

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.







Our Speed

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!

Brand Growth

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

After embracing the franchise business model, GYG now spans over 200+ restaurants in 4 countries across Australia, Singapore, Japan and the USA.

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

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 UBER EATS 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

SEPT 2021 Launched Shredded Mushroom filling

APR 2022 Launched GYG's New App

JUN 2022 Launched Big Brekkie Burrito

SEP 2022 Aware Super invested in GYG

AUG 2023 GYG Cairns becomes the 200th GYG restaurant globally

OCT 2023 GYG Approved Crispy Chicken Tenders campaign launch

FEB 2024 The Nacho Sundae is launched in AUS

APR 2024 GYG's continued commitment to reinventing fast food with the relaunch of our Clean is The New Healthy campaign

JUN 2024 GYG lists on the Australia Stock Exchange and becomes a publicly traded company

OCT 2024 Good Mornings Start with GYG Brekkie campaign launch



FAST FOOD IS A 20 BILLION DOLLAR INDUSTRY IN AUSTRALIA

200+ RESTAURANTS

4 COUNTRIES

30-35 NEW RESTAURANTS EACH YEAR

1000 – 1300 BURRITOS SOLD PER HOUR

61 FRANCHISEES
57% ARE MULTI SITE OWNERS

Meet our Board



GUY RUSSO (CHAIRMAN)
Current NED, Scentre Group
Former CEO, Kmart & Target
Former CEO, McDonald's Aus. & Gtr China



STEVEN MARKS
Founder and co-CEO, GYG



HILTON BRETT
Co-CEO, GYG
Former Co-CEO, Accent Group



JACQUI COOMBES[1]
Former CEO, Bunnings NZ
Former Head of People & Culture, Bunnings Group



TOM COWAN
Director, TDM Growth Partners (TDM)
Current NED, Rokt
Former NED, Baby Bunting



MARINA JOANOU[1]
Former CFO, Kmart Australia



IAN ROWDEN[1]
Current NED, Reliance Worldwide
Former CMO, Wendy's International

1. Independent NED

Meet our Leadership Team



STEVEN MARKS
Founder and Co-CEO



HILTON BRETT
Co-CEO



ERIK DU PLESSIS
Chief Financial Officer



JOHN MORRISON
Chief Operating Officer



LARA THOM
Global Chief Marketing Officer



GEORGE MANDILIS
Chief Development Officer



BRYCE MAYBURY
Chief Technology Officer



REBECCA NIKOI
Chief People Officer



SCOTT BAYNE
Director of Corporate Operations & Culinary



NIKKI RICHARDSON
Director of Franchise Operations APAC



NATE APPLEMAN
Director of Culinary

Restaurant Formats

FOOD COURTS

60-90m² +



MLC CENTRE, NSW



BELCONNEN, ACT

STRIPS

120-150m² +



NEWTOWN, NSW



CHATSWOOD, NSW

DRIVE-THRUS

190m² +



CAROUSEL, WA



NAPERVILLE, USA

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 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 $1.7m - 2m 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 60% of the total investment cost, as long the franchisee is able to provide the remaining amount in liquid asset (approximately $700k – $800k). We will share more financial information with you as you progress through the process.

The process

STEP 1
Make an online enquiry and fill out the questionnaire.

STEP 2
Our franchise recruitment team will contact you via email to organise a phone call and a video call, if you tick the pre-requisites (see next page).

STEP 3
Online interview with our Director of Franchise Operations.

STEP 4
Brief online meeting with our Founder and Co-CEO.

STEP 5
We will send you a franchisee application form, NDA and share high level information about the business.

STEP 6
Discovery Week: 5 days in-restaurant to understand GYG operations and culture.

STEP 7
Connect with GYG franchisees and discuss financial capability with GYG affiliated banks.

STEP 8
We will share more high-level information and require you to complete a police check.

STEP 9
Meet us at Hola Central for your final interview with our Executive team.

STEP 10
We will send you the legal documentation and site information.

STEP 11
In-restaurant training will start between 6-12 months prior to the restaurant opening.

STEP 12
Opening Day! Get ready for $5 Burritos & Bowls!



Setting you up for success

In-Restaurant Training

We require our franchisees to undergo 6 - 12 months of paid training (being the first 8 weeks unpaid) to learn the business from ground up and have the opportunity to run our high-volume restaurants as managers to truly understand the operations, culture and support before opening your own restaurants.

During your in-restaurant training, you will be trained by our outstanding crew and supported by our Culinary and Operations Coaches on fortnightly in restaurants catch ups to ensure you are on track and achieving the necessary outcomes during your field training which includes position signs offs (line, sales, kitchen, etc), until you are capable to become a restaurant manager. As part of your restaurant manager training, we will connect you with key people in the Hola Central to train you in other areas of the business such as local area marketing, people compliance, payroll systems, hiring and recruiting, construction and design, supply chain, and more. Besides all that, you will be invited to attend a two-day Culinary School of Excellent in our Test Kitchen in Sydney to learn all about our food.

The training timeline is designed to cover all you need to know in terms of operations, systems, and personnel in order to run a high-performance restaurant as well as successfully hire and train your own team. Speaking about high-performance restaurants, we take our new restaurant opening very seriously and we understand the amount of work and preparation that needs to be done in order to achieve these high-standard metrics, therefore we have a dedicated team to only open new restaurants. The NRO (New Restaurant Opening) team will also take you through a thorough checklist which starts 5 months prior to the opening date and goes up to 90 days post restaurant open, including all the required actions for you to have a successful and cracking opening day that you and the community shall never forget.

Post Opening

Once you open your restaurant, you will continue being supported by various departments including marketing, construction, 24/7 Tech support, the NRO teams, and mostly, our Culinary and Operations coaches who will work together with you to build a yearly business plan to ensure your business is financially healthy and complying with our brand high standards as well as operating within our brand values at all times.

You will also participate in a range of events and meetings for example our yearly new franchisees induction with the heads of Hola Central departments, also a franchisee all hands online monthly meetings, our quarterly F2F round tables with leadership teams, 1 on 1 Webinars as new products or services are launched as well as our biggest day of the year which is our GYG Summit with Hola Central teams, franchisees and suppliers. We also have events for your restaurant managers which includes restaurant managers yearly summit (including limited GYG merch for attendees only), culinary school of excellence and quarterly state base development days to continue upskilling our teams and increasing their level of engagement and energy within the restaurants.



Do you have what it takes?

Pre-Requisites

- **Energetic, resilient and relentless** – Ready for hard work in a fast-paced gourmet kitchen. IT'S UP TO US.
- **Passion for Food** – Love to be around food, enjoy fast-paced and high-pressure environments, passionate about providing quality and fresh food to our guest. We don't compromise!
- **People come first** – Solid experience in leading large teams of 70 plus people. Demonstrate experience in being a leader, motivating and developing large diverse teams, understand health balance between people and profitability. Lead by example using a range of soft skills.
- **Understands 'hospitality lifestyle'** – Hospitality experience is preferred however not compulsory. Hospitality industry is all about long hours (mostly on your feet), being always available (including late nights and weekends), high pressure and high accountability. Successfully candidate to demonstrate significant business acumen and proven successful career.
- **Able to engage on a long-term commitment** – 10 to 20 years (depending on tenure).



- **Ready to relocate and become an owner operator** – Desire to be a local hero in your community.
- **Willing to divert other business involvement** in order to devote full-time and best efforts for the daily operations of the business including full-time availability during training period.
- **Financially capable to invest in the business** including training time. Although training will be paid, it will be according to the position you perform as well as your employment type.
- **Have family and personal support** and engagement towards owning and operating the store.
- **Brand 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 GYG! Delighted to hear what you have to say.


GUZMAN
Y GOMEZ™
Mexican Kitchen