

QDOBA

MEXICAN EATS®

Making Campus Life a More Flavorful Place

Our undeniable love for flavor is what brings college students together. We slice, dice, hand-smash, smoke, braise, sear and grill fresh in-house all day every day. It is an experience for all five senses. We use high quality ingredients to craft flavors that cater to every taste. That is why we are committed to preparing our food in the freshest, most flavorlicious way possible.



750+

Locations
60% Franchise
and License

42 Campus Locations (Fall '22)

\$10K-\$125K

Average Weekly Sales

#1

Mexican Street Brand

Source: Technomic Ignite consumer brand data
(Q2 2019 - Q1 2020)

ROUND OUT YOUR MEAL CREATE YOUR OWN

STEP 2 CHOOSE YOUR PROTEIN

Veggie	cal 100	\$0.00
Grilled Adobo Chicken	cal 170	\$0.00
Ground Beef	cal 250	\$0.00
Cholula® Hot & Sweet Chicken	cal 170	\$0.00
Pulled Pork	cal 100	\$0.00
Grilled Steak	cal 200	\$0.00
IMPOSSIBLE™ Plant-Based Meat	cal 170	\$0.00
NEW Brisket Birria	cal 400	\$0.00

Add Extra Protein \$0.00

STEP 1 CHOOSE YOUR ENTRÉE

Bowl	cal 300-330
Burrito	cal \$9.00-\$10.00
Loaded Quesadilla	cal \$8.00-\$10.00
3-Cheese Nachos	cal \$7.00-\$9.00
Salad	PICANTE SAUCE (HOTTER) (MARGARITA) cal \$8.00-\$10.00
3 Tacos	COMO OUR TORTILLAS cal \$7.00-\$9.00

2,000 Calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

CHIPS & DIPS

Signature Queso & Chips	cal 300	\$0.00
Hand-Crafted Guac & Chips	cal 200	\$0.00
Salsa & Chips	cal \$4.00-\$5.00	\$0.00

DESSERTS

Chocolate Chunk Cookie	cal 250	\$0.00
Chocolate Brownie	cal 200	\$0.00

DRINKS

Fountain Drink	cal 140-160	\$0.00
Bottled Water	cal 0	\$0.00
Bottled Beverages	cal 100	\$0.00

STEP 3 CHOOSE YOUR FLAVORS

free on all entrées - yes, even queso & guac

QUESOS

3-Cheese Queso cal 300 | \$0.00 |

SALSAS

Chile Crema	cal 100
Jalapeño Verde	cal 20
Roasted Tomato Salsa	cal 5
Pico de Gallo	cal 5
Chile Corn Salsa	cal 30
Salsa Verde	cal 10
Salsa Roja	cal 5
Habanero Salsa	cal 10

TOPPINGS

Hand-Crafted Guacamole	cal 200
Pickled Red Onions	cal 10
Pickled Jalapeños	cal 5
Shredded Cheese	cal 100
Sour Cream	cal 50

Complete Your Meal cal \$8.00-\$10.00 | \$0.00 |

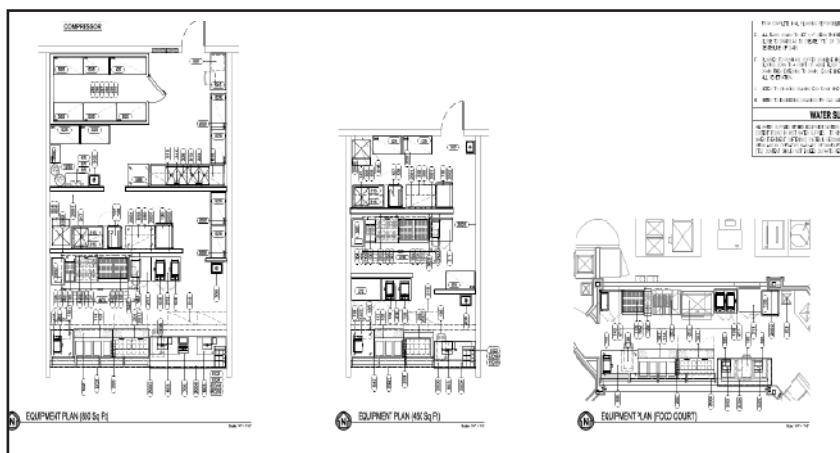
regular drink, small chips & queso or salsa

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#1 Food Quality
#1 Food Taste & Flavor
#1 Order Accuracy

Source: Technomic Ignite consumer brand data
(Q2 2019 - Q1 2020)



LET'S TALK

Jim Gregory, Managing Partner

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OPERATING SPECIFICATIONS

menu category: Mexican

price segment: Mainstream

Menu Overview: Guests can choose bowl, burrito, salad, or quesadilla format; proteins include chicken, pork, steak, brisket, vegetarian and IMPOSSIBLE® plant-based meat; and 32 flavorful toppings and salsas; guacamole and queso are always free with entrees. Side items include chips and queso, guacamole or salsa; brownies, cookies; breakfast menu available.

Geographic Coverage / Target Areas	All 50 states and U.S. territories		
Proprietary Item Distributor(s)	US Foods, Gordon Foods, Ben E Keith, Cash-Wa Equipment: Avanti; Trimark / Hockenberg; Wasserstrom		
Minimum Weekly Sales	No set minimum		
Unit License Fee; Royalty; Other	Unit License Fee \$15,000; 6.0% Royalty; 0% marketing/other		
Term & Refresh Requirements	10-year term; Refresh required at renewal or as the Brand requires		
Other Terms	Liberal equipment re-purposing; inquire about smallware promotion		
Required Operating Hours	Flexible		
Catering Program?	Turnkey buffet program with per-person menus, serving items, etc.		
Proprietary Beverages?	No		
Target Prime Cost (food + labor)	59% (28% food cost including packaging)		
Target Plate Cost	\$1.46 – 2.97 (Nov 2022)		
Labor Model (based on Weekly Sales)	Up to 15K: 3 employees per shift		
	\$15 – 20K: 4 per shift	\$20 – 30K: 5 per shift	\$30 – 35K: 6 per shift
	\$35 – 40K: 7 per shift	\$40 – 50K: 8 per shift	\$50 – 60K: 9 per shift
Throughputs	Goal = 14 entrees in 4 minutes; 20 sec per entree		
In-line Footprint	300 – 935 sf (200sf BOH minimum plus shared sanitation, refrigeration)		
Minimum Front Line (w/shared beverage)	18' linear 22' linear with dedicated beverages		
Hood Required?	Yes – Type I, 9.5' linear		
Other Prep/Cooking Equipment	Chargrill (gas/electric); tortilla press; steam table; cold table; single-vat fryer; warming drawer; retherm (double); tablet (food safety); mobile hotbox		
Other Formats Available	Ghost Kitchen, mobile-only; Remote and in-unit Grab-n-Go; Concessions; Gallery® electric vehicle		
Estimated FF&E Cost	\$75 – 120K in-line or stand-alone; \$10,000+ mobile-only or concessions		
Digital Menu Panels	4 minimum, each 43" diagonal; data-driven or thumb drive		
Refrigeration	112 sf (cooler can be shared); minimum 6 shelves, 144' linear		
Freezer	None		
Dry Storage, including packaging	48' linear		
Development / Build-out Timeline	12 – 16 weeks includes pre-con brand orientation at your campus		
Assistant / Manager Training Provided	1 – 2 managers for 3 weeks at certified training restaurant OR 7-session virtual training plus hands-on training at location		
Onsite Set-up and Crew Training	1 – 2 trainers onsite up to 5 days pre-opening, 5 days post-opening		
Ongoing Ops Support	Dedicated License Business Consultant; 3 food safety audits per year		
Corporate Social Responsibility Requirements:	None		

"We listened to what our students wanted, and Qdoba was the perfect fit. Students love Qdoba because of the value, taste and of course the included guacamole and queso. They love the option to make their order customizable and Qdoba offers that and more! They are an innovative brand and they provide terrific support to our campus."

*Aaron Neilson, Director of Dining Services
Cal Poly Pomona*



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