



Undertake now+

# RES+ALIA<sup>®</sup>

*Neorestauración Group*

Restalia is a Spanish Neorestauración Multinational Group leader with presence in more than 12 countries and 300 cities worldwide.

Since its birth in the year 2000, the success of 100 Montaditos, Cervecería la Sureña and TGB has promoted our international expansion in Latin America, the United States and Europe, having more than 800 business units globally and making Restalia a multi-brand firm.

This revolutionary concept, within the hostelry sector, sets a before and after regarding the way we knew franchising until now.

Today, society needs constant innovation, versatility, flexibility, reasonable prices and excellency, and the concept of Neorestauración answers all these demands from the consumers, investors and franchisees.



# Neorestauración

## PILLARS

### SUCCESSFUL BRANDS

Grupo Restalia is a multinational firm that has created innovative and disruptive brands which set consumer trends worldwide.

Currently, six brands constitute the group, each one of them with a strong personality, created to answer the demands of customers, these brands are: 100 Montaditos, TGB The Good Burger, La Sureña, Panther Juice & Sandwich Market, DPM De Pizza Madre and Pepe Taco.

### SMART COST

Because quality shouldn't be at odds with pricing, at Grupo Restalia we offer maximum quality at reasonable prices.

Due to a simple, quick and cost-adjusted operational strategy, we can offer a very client-attractive mono-price proposal to our franchisees and investors.

### AGILITY

In the operative strategy, innovation process, the purchase process, marketing, company structure, our delivery model, responsiveness and adaptation... If there is something that characterizes Grupo Restalia, it is the term agility.

### LOW COST PROJECTS

Grupo Restalia offers projects from 200.000 euros, which can be over in less than 3 weeks, depending on the premises. Several systems are implanted regarding the day to day business, like lightning and electricity ones, that allow a greater control of the operating expenses.

### POLYVALENT PREMISES

We are creators of transversal brands, which allow switching from brand to brand with an additional low investment thanks to the modular and adaptable spaces.

### FRANCHISE RENTING

Grupo Restalia has dramatically changed the franchise sector, offering a renting to their franchisees from 100 euros a day.

Thanks to our financial agreements with the most important financial entities of the country, the franchisees can be part of the firm and benefit from our exclusive financial market conditions, which are specially designed for each one of them.



**MORE THAN TWELVE COUNTRIES,  
SIX BRANDS,**

**A UNIQUE MODEL**

*with a spanish character<sup>+</sup>*

2000

2010

2013

2019 *neorestauración*

FUTURE



### OUR CONCEPT SUCCESS

The gastronomy and leisure combination make the 100 Montaditos franchise the most successful one in the market. Its patented freshly baked bread, the variety of the menu, the casual atmosphere and the low prices make the brand a unique project.

It has more than 400 business units in Spain, and we are also present outside our borders, in countries like Italy, Portugal, France, United States, Mexico, Guatemala, Colombia, Republic Dominican, Panama or Chile.

### WHY ARE WE SPECIAL?

The Spanish south gastronomy is its hallmark and our culture referential point.

La Sureña is about sharing a bucket full of cold beer bottles with friends, enjoying a meal, or simply letting time go by while trying our premium quality ham.

### WE ARE THE GOOD BURGER

Quality hamburgers made with 100% beef and our exclusive formula bread, which provides an unsurpassed flavor.

The burger is made and rightly cooked when ordered, so it can be enjoyed by the most exigent customers.

Its flavor is capable of trespassing borders and of creating a generation of truly TGB lovers. Something to feel proud of!

### WHERE THE RELENTLESS STOP

The gastronomic offer of Panther Juice & Sandwich Market strongly breaks into the market of organized hostelry.

Its strength lies in satisfying with its product range the needs of the current urban lifestyles. One can find unique Sandwiches, Smoothies, natural juices which are made at the moment and always good coffee in a very inspiring and urban environment.

### MADE FOR THE COLD BEER LOVERS.

Pepe Taco is one of the newest bets of Grupo Restalia. A place where burritos, tacos and quesadillas lovers can enjoy a tasty, fun and quality gastronomic experience in a smart cost format.

Our most roaming audience will find their perfect taco and will be able to enjoy other different varieties of Mexican plates, like burritos and quesadillas.

### MUCH MORE THAN PIZZAS

The place where you can eat your favorite foods at a smart cost price. DPM De Pizza Madre is for a positive, social, dynamic and easy-going audience. We have created the scenario, if you are DPM, this is your place.

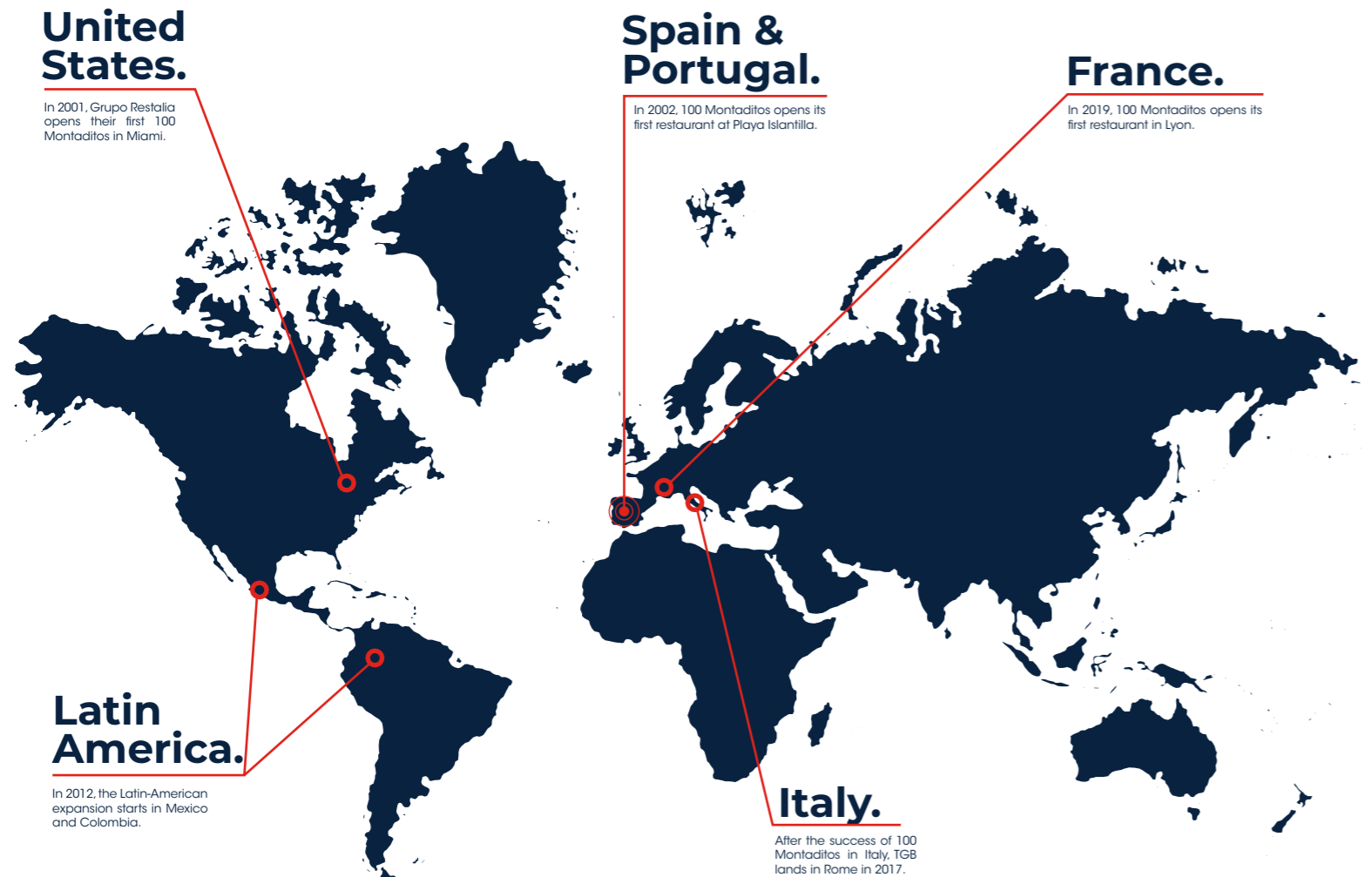
# WORLD PRESENCE

**MORE THAN 780 BUSINESS UNITS.**

The success of our model has trespassed frontiers and is a reality in two continents.

**PRESENCE IN 12 COUNTRIES.**

Spain, Italy, Portugal, France, USA, Mexico, Chile, Guatemala, Dominican Republic, Panama, Paraguay and Ecuador.



\*Map subject to updates

# ACKNOWLEDGMENTS



RESTALIA	100 MONTADITOS	LA SUREÑA	THE GOOD BURGER
<ul style="list-style-type: none"> <li>Restalia "Best entrepreneurial firm" 2011 (ESIC)</li> <li>Restalia, Worldly Spanish Hostelry firm, 2012 (FEHR)</li> <li>European Business Awards, 2013/14 National Champion.</li> <li>Restalia, award "Andalucía Excellence".</li> <li>Award to the best hostelry franchise SIF 2014.</li> </ul>	<ul style="list-style-type: none"> <li>Business Excellency award winner in the "Dirigentes 2015 within the Internationalization category".</li> <li>Golden star 2015, awarded by the Institute for the Professional Excellency.</li> <li>FEHRCAREM 2015 award within the internationalization category, awarded by the Modern Hostelry Chain Association</li> </ul>	<ul style="list-style-type: none"> <li>2005. "Award to the best hostelry franchise concept", 2006. "Award to the most developing franchise"</li> <li>Awarded during 8 consecutive years (2012-2019) as best business of the year, Spain in the category "Tapas Bar".</li> <li>Awarded in 2018 as best Franchise of the year within the Tapas and Brewery category.</li> <li>Finalist in the MAPIC Awards within the category "Best Retail Expansion" in the 2014 and 2015.</li> <li>Franchise Direct Global Award 2015.</li> </ul>	<ul style="list-style-type: none"> <li>100 Montaditos awarded as the "Brewery of the year" in 2015 and 2016 by the consumers.</li> <li>National marketing award within the internationalization category.</li> <li>Third consecutive year in the "top 100 Global Franchises" ranking as best Spanish hostelry franchise worldwide.</li> <li>Award "Insegna dell'anno" 2016 in Italy within the "Ristorazione Veloce" finalista 2018".</li> </ul>
		<ul style="list-style-type: none"> <li>2011. "Advance in hostelry franchise award".</li> <li>La Sureña Bucket, awarded as one of the best 100 ideas in 2012 (by the economic actuality magazine)</li> <li>Hot Concept Award in 2014 within the fast service category.</li> </ul>	<ul style="list-style-type: none"> <li>AEECC award to the best mail franchise.</li> <li>Award "Business of the year 2016" within the "fast food" category.</li> <li>Award "Business of the year 2016" within the "Hostelry" category.</li> <li>The Good Burger awarded as "the best burger of 2016" by the consumers.</li> </ul>
			<ul style="list-style-type: none"> <li>Chosen in 2018, the third year in a row, as best franchise of the year within the burger category.</li> <li>Chosen in 2019, fourth year in a row, as best business of the year within the hamburger category.</li> </ul>



## SPANISH PRESENCE

Restalia is the leading Spanish organized hostelry restaurant-chain in its sector, and we generate original brands with great international expansion. Restalia always bets on original concepts of our own creation. Innovation in the restaurant sector and new concept development are some of our hallmarks.

100 Montaditos turned upside down the sector with its original proposal: the fun loudspeaker addressing system and the Monoprice policy. Cervecería La Sureña changed the market with our buckets of cold beer, which was an innovative form of consumption that the customers holded strongly. TGB The Good Burger broke into a new segment in Spain: quality burgers at competitive prices.

The expansion of the three existing brands, and now the three new ones, states that the number of business units will reach 1000 units in 2020.

## Grupo Restalia Milestones<sup>+</sup>

- Unique and novel promotions:  
Euromanía (2008)
- Differentiating consumption proposals:  
Cold beer buckets and tapas (2010)
- Consumer trend precursors:  
TGB The Good Burger (2013)
- Launch of 3 new brands that have turned upside down three new segments:  
Panther Juice and Sandwich Market (2019)  
Pepe Taco (2019)  
DPM De Pizza Madre (2019)



# Our concept success

## **100 MONTADITOS®** / CERVECERÍA /



### **PRODUCT:**

A wide tasty combinations of ingredients, Mediterranean flavors and baked at the moment patented bread; a menu with several possibilities and great quality products.

### **AUDIENCE:**

100 Montaditos is the perfect plan for any kind of audience: fun with friends or sharing memories with family, having breakfast, taking a break or having a good meal.

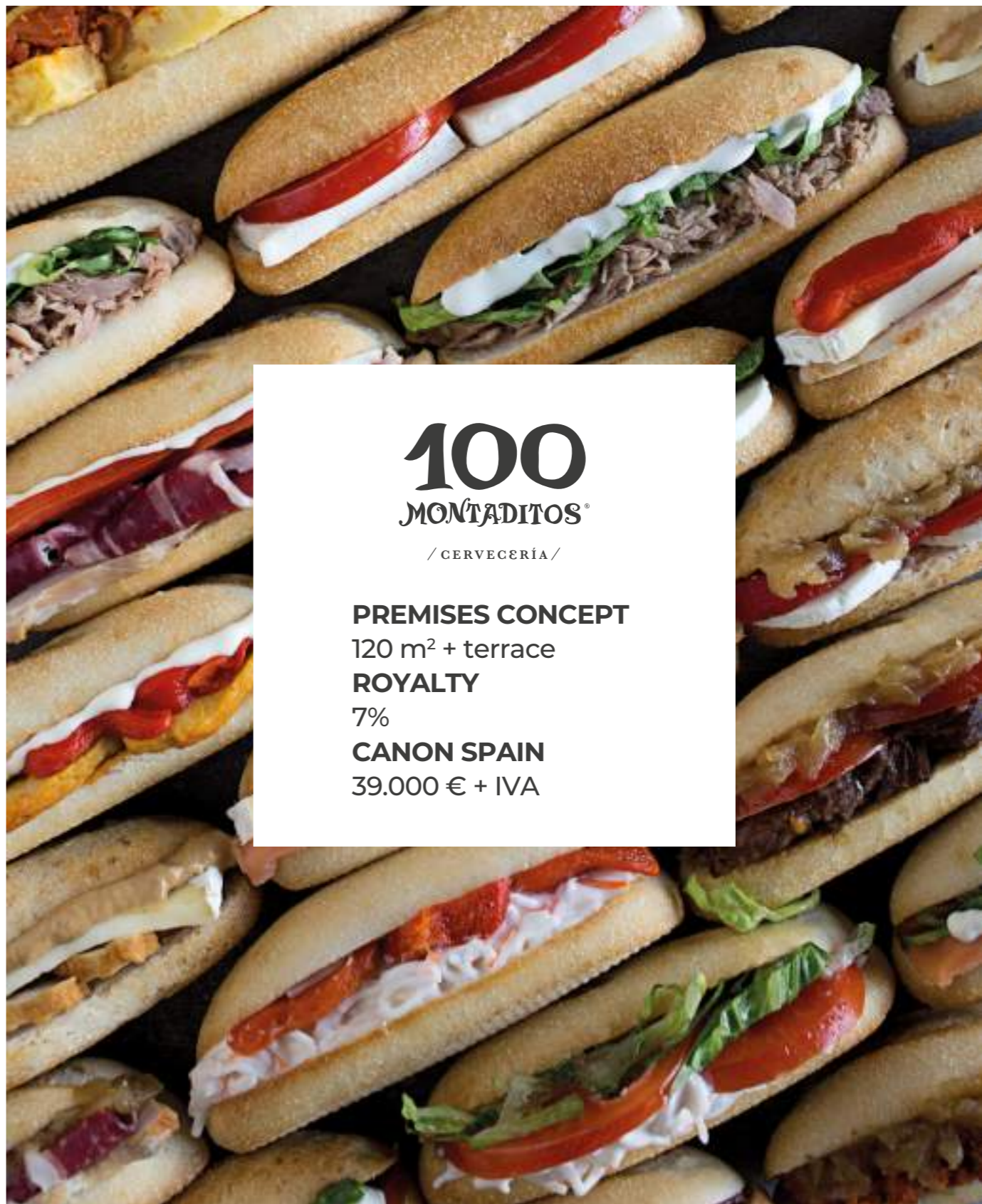
100 Montaditos is the place where you always come back.

### **REASONS TO INVEST:**

It is a well-organized traditional space, an anticyclic business model and an ambassador of the Spanish culture.

It is also a loved brand that is associated with natural habits such as having a cold beverage with some food at any moment of the day. In only 19 years, it has conquered clients and entrepreneurs which have placed their trust in us.





**100**  
**MONTADITOS®**  
/ CERVECERÍA /

**PREMISES CONCEPT**  
120 m<sup>2</sup> + terrace  
**ROYALTY**  
7%  
**CANON SPAIN**  
39.000 € + IVA

\*The figures shown correspond to type premises. Consult with your commercial advisor to know all the opportunities offered by this brand.



# Why are we special?

CERVECERÍA  
**LA SUREÑA**®



## **PRODUCT:**

the gastronomy from the south, present through the plates and the buckets of bottled cold beer are an authentic icon of quality gastronomy to share good moments with friends and family.

## **AUDIENCE:**

All age ranges like to share succulent plates and cold beer with friends and family.

Each restaurant from the brand takes us a little closer to the south of Spain.

## **REASONS TO INVEST:**

Cervecería La Sureña is a synonym of quality and relaxed atmosphere. It is a settled business model that successes among the ones willing to feel the authentic south spirit in a peaceful and lively environment.





CERVECERÍA  
**LA SUREÑA**<sup>®</sup>

**PREMISES CONCEPT**  
120 m<sup>2</sup> + terrace

**ROYALTY**  
7%

**CANON SPAIN**  
39.000 € + IVA

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# We are the good burger

**TGB** | THE GOOD BURGER  
LA BUENA HAMBURGUESA



## PRODUCT:

The Good Burger offers 100% beef burgers, vegan burgers, cooked when ordered and between two slices of a unique formulation bread.

In TGB one can enjoy beer in the best way possible: in cold glass jars.

## REASONS TO INVEST:

It's the brand that has foreseen the market trends, offering a product of quality at a very competitive price. The premises atmosphere and the consumer experience are its weapons to catch and settle customers.

## AUDIENCE:

The good burgers lovers see TGB as their place of worship. Anyone that wants a quality burger at a great price has its place reserved at TGB.





**TGB** | THE GOOD BURGER  
LA BUENA HAMBURGUESA

**PREMISES CONCEPT**

160 m<sup>2</sup> + terrace

**ROYALTY**

7%

**CANON SPAIN**

39.000 € + IVA

\*The figures shown correspond to type premises. Consult with your commercial advisor to know all the opportunities offered by this brand.



# Where the relentless stop



**PANTHER**

Juice & Sandwich Market



## PRODUCT:

A proposal of light gastronomic options, unique sandwiches and patented breads which, combined, result in a range of exquisite flavors.

Refreshing juices and Smoothies made in the moment, great coffee, salads and Panteritas, all under the smart cost concept.

## AUDIENCE:

Music, fashion, trend and art lovers, together with the ones seeking new experiences.

Our brand offers a universe of new options for the relentless, it is the den of the authentic city animals that chase their desires until they reach them.

## REASONS TO INVEST:

Panther Juice & Sandwich Market is part of the new concept of Neo-restauración, it offers the franchisees polyvalent premises, low cost projects and a financial model based on the franchise renting, it is a unique and transgressor concept.





**PANTHER**  
Juice & Sandwich Market

**PREMISES CONCEPT**

120 m<sup>2</sup> + terrace

**ROYALTY**

7%

**CANON SPAIN**

40.000 € + IVA

\*The figures shown correspond to type premises. Consult with your commercial advisor to know all the opportunities offered by this brand.



# Made for the lovers of tacos and cold beer

## PEPE TACO

TACOS & BIRRAS



### PRODUCT:

Tacos, burritos, quesadillas, corn tortillas, Mexican alambres... A wide range of quality ingredients and a good sauce, all wrapped in the Monoprice concept.

In addition, you will find one of our latest innovations, the Autofill, a new way of drinking.

### REASONS TO INVEST:

The great taco seasoning, the cold beer in a glass jar and the casual environment where the essence and tradition of Mexican food collide with national products, together with a quick customer service differentiates this brand and ensures its success.

### AUDIENCE:

We offer a dynamic, urban, agile and fun place for our more roaming audiences where one can enjoy a moment with friends and some tasty and quality products.





# PEPE TACO

TACOS & BIRRAS

## PREMISES CONCEPT

120 m<sup>2</sup> + terrace

## ROYALTY

7%

## CANON SPAIN

40.000 € + IVA

\*The figures shown correspond to type premises. Consult with your commercial advisor to know all the opportunities offered by this brand.



# Much more than pizzas



## PRODUCT:

At DPM one can find a quality and exclusive product at a smart cost price.

## AUDIENCE:

It is a place for all the people with a positive attitude, social, dynamic and easy going that want to share a joyful quality meal with friends and family.

## REASONS TO INVEST:

Again, and thanks to our new concept, we offer the opportunity to start a business with the guaranty and support of a great Group.





DE PIZZA MADRE®

**DPM**

**PREMISES CONCEPT**  
120 m<sup>2</sup> + terrace

**ROYALTY**  
7%

**CANON SPAIN**  
40.000 € + IVA

\*The figures shown correspond to type premises. Consult with your commercial advisor to know all the opportunities offered by this brand.



## WHY CHOOSE US?



High **experience** and reputation within the sector



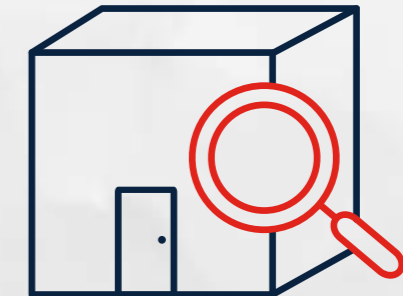
Brand creators and pioneers in in-house **innovation**



Continuous support through the learning and **training process** and **personalized advice**



Exclusive **financing agreements** for Grupo Restalia



Support during the whole **search** process of the best locations



## NEXT STEPS:

- 01.** Ask us where you would like to start to analyze the options.
- 02.** Clear up any doubts. Call your commercial advisor or directly dial 91 372 48 72 to resolve any question.
- 03.** We come along with you throughout the process. We want to be part of your story.



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*Learn, engage and take action+*



# RES+ALIA<sup>®</sup>

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