



*Cocina*  
*Mexican & Margaritas*

# FRANCHISE PACK







## ABOUT US

Cocina is a place where people gather to share delicious Mexican food & drinks in a fun, vibrant, modern setting. We give a modern take on classic Mexican recipes such as tacos and burritos; while our popular tapas menu offers the chance to mix and match different flavours and dishes with friends. We're also proud to offer our customers an extensive gluten-free and vegan menu.

Cocina sits firmly in the Mexican sector and offers traditional Mexican food and drink with a modern twist, in a way that's accessible to everyone. We stick true to our Mexican roots, as this is the food we know and love!

And we think you will too.





# Why choose Cocina?

Cocina is the big sister to favourite Mexican Express chain El Mexicana, which has over 15 restaurants across the UK. We have been serving up a mix of delicious Mexican feasts for over 7 years now and are still going strong. Meaning that in this fast-growing sector we are up there with the best and are already vastly experienced.

There is already a strong demand for the Cocina brand. With 4 sites now open across the country, 3 confirmed for later in the year, plus more in the pipeline at premier locations across the UK. The brand will continue to go from strength to strength with recognition building with each opening. We expect to have 10 restaurants open by the end of this financial year.

We have recruited our own Design, Planning & Shopfitting teams to make sure this happens, and our growth continues across the UK for many years.

## OUR TARGET CUSTOMERS

- Young professionals, looking to enjoy a relaxed meal for a reasonable price.
- High Street shoppers and families wanting to take a break for lunch/dinner.
- Workers taking advantage of our lunchtime meal deal.

## WHERE ARE WE?

- Retail parks.
- Town and city centre's.
- Leisure parks.
- Current locations include Milton Keynes, Swansea, Norwich Castle Mall and Norwich Tombland.

## WHAT ARE WE KNOWN FOR?

- Great tasting, authentic Mexican food made from quality ingredients.
- Sensible prices and good value for money.
- A relaxed, friendly and fun environment.
- Fantastic tapas selection for sharing with friends.
- Extensive gluten-free and vegan menus.
- Tempting Margaritas and cocktails







# HERO PRODUCTS

- Tapas – mix and match different tastes.
- Extensive Vegan and Gluten Free menus.
- Traditional tacos, burritos and Cocina specials.
- Authentic Mexican fillings.
- Cocktails – We've got a huge range of options, with many at just 2 for £8. Or try our sharers with a group of friends.





Mexican food is massive in the US where it is as widely eaten as burgers. Big names include Chipotle and Taco Bell, both of which have stores in the UK. It's one of the hottest food trends in the UK and is quickly rising in popularity. It's now seen as a 'must have' in any food retail development.



# Operating model & cost of entry

## OUR BUSINESS MODEL

- Simple operating methods.
- A simple supplier base of four suppliers.
- Operation de-skilled without compromising on authenticity and freshness.
- Focus on KPI management with simple procedures and a clear focus on business priority.
- Owner-operated (hands-on or by a manager) for a minimum of six months.

## SET-UP COSTS

- Franchise fee £15k.
- Franchisor legal costs £1.5k.
- Complete build cost £250-£320k depending structural works required.
- 60-150 covers per location.

## FINANCIAL INFORMATION

- Average transaction spent per person circa £15.
- Profit margin on food of circa 75%.
- Labour cost in a managed unit circa 25%, assuming owner operated.
- Management service fee of 5% for current sign-ups before the end of 2018, increasing to 7% for new franchisees next year.
- Marketing levy of 2% charged.

## WHY CHOOSE US?

- We have a simple operating framework and provide you with comprehensive training and support.
- We have a proven track record in this industry.
- All we need from you is a desire to work with food, basic business skills and a genuine enjoyment of working directly with your customers.
- Retail or catering experience is not essential as we provide the necessary training and guidance to help you succeed.
- Our objective is to find partners who will grow with us and share our brand values.



## TRAINING

- On-site operational training.
- Legal, health and safety.
- How to manage profit & loss and cash-flow.
- Full product, barista and table service training for all key staff.
- Guidance on employee recruitment and legislation to opening day and beyond.

## STORE ENVIRONMENT

- Stores are designed and finished to the highest of standards.
- Frequent use of natural wood and concrete create an authentic Mexican feel which is complemented by bright, modern signage.
- Instantly recognisable branding which is also necessarily discreet in areas of tight planning restrictions.
- Each shopfit exclusively managed by one of our dedicated Project Managers.
- Usually completed in 6 - 10 subject to unrestricted access.
- We work closely with our landlords who we recognise have a strong vested interest in helping us maximise the opportunity.

## WHAT MAKES A SUCCESSFUL FRANCHISEE?

- Sound business thinker.
- Energetic hands-on approach.
- A desire to learn and willingness to work in a structured way.
- A friendly manner.
- Sufficient finances.
- Catering or retail experience helpful but not necessary.

## FRANCHISOR/FRANCHISEE RELATIONSHIP

- Providing training and backup to our franchisees is a crucial part of the Cocina strategy.
- Our franchise model is simple and easily replicated but we still offer support at every step of the process.
- We provide a turn-key set up, a minimum of three weeks of on-site training and ongoing operational support from our friendly, focused team.





# The Franchise process

## 1 INITIAL APPLICATION

You've taken the first step by requesting more information about a Cocina franchise. We're very pleased to supply this and hope that you will be keen to progress to the next stage.

## 2 INFORMAL MEETING

Having signed a confidentiality agreement, the next step is to arrange a meeting with a member of our team to discuss your application in more detail. We'll answer any questions you may have and consider possible locations. We will also provide access to our current franchisees allowing you to find out more about running a Cocina franchise from those who are doing it every day.

## 3 DUE DILIGENCE

Should you decide to go ahead we ask for a formal application and a detailed business plan. We will provide you with details of our financial model and carry out the Due Diligence process.

## 4 APPROVAL

When your application has been approved we will arrange a meeting with the owner of the Cocina brand, John Coverley and key members of the team. A Franchise Purchase Agreement will be signed and you will be asked to pay 50% of the franchise fee.

## 5 LOCATION

We will now actively assist you in finding suitable premises for your Cocina, using property agents as required. This is a critical process and requires detailed footfall analysis. When a site is chosen you will need to tailor your business plan to reflect your chosen site. Property Lease contracts will be signed in the franchisees name as per the Franchise Agreement.





## 6 FUNDING

We enjoy Premier League status with a number of business funders in the UK who, subject to a good credit record, can often lend up to 70% of the total cost of opening coming from a mix of bank lending, asset lease finance and sometimes incentives from landlords.

Once terms are agreed and your finance is in place, it should take 4 – 6 weeks for your solicitor to complete your lease. The fit out of your restaurant can then commence.

The fit out itself usually takes 6 – 10 weeks, and so it can be a very fast process (as little as 3 months) leading to the opening but we will work with you all the way through the process and at a pace that is comfortable for you.

## 7 PREPARATION FOR OPENING

The process from signing a lease to commencing shop fit can vary from three to twelve weeks, the fit-out will typically take three-four weeks. During the final weeks prior to opening, you will go through the Cocina training programme.

## 8 YOUR COCINA FRANCHISE IS OPEN FOR BUSINESS

We'll be there to lend a hand on opening day and in the first few weeks plus you'll receive backup from our team to promote your business in the local area and attract plenty of customers. As soon as you are confident with the running of the store we'll leave it in your hands but support will always be available should you need it and one of us will be visiting on a regular basis.





# Any questions?

## **DO I NEED ANY SPECIFIC EXPERIENCE OR QUALIFICATIONS?**

No. Although relevant experience helps, our training and support will be all you need to gain the knowledge to run a successful business. Your personality is important - being able to follow our methods, coach and lead teams and enjoy interacting with customers.

## **CAN I OPEN MORE THAN ONE COCINA?**

Yes, we especially welcome those with the ambition to open a network.

## **CAN I HAVE PARTNER?**

Yes. We are happy to welcome business partners, providing there is no conflict of interest.

## **HOW LONG WILL MY FRANCHISE LAST?**

Ten years, with a renewal option as long as you are complying with the Franchise Agreement.

## **WHO TAKES THE SHOP LEASE?**

The lease will be in your business name.

## **WILL YOU HELP WITH STAFF RECRUITMENT?**

We will support with staff schedules, recruitment and contracts as required.

## **CAN I SELL MY BUSINESS?**

Yes, you can sell your business at any time. We must approve the buyer's suitability as we do with all new franchisees. In this instance, there will be our legal costs to pay and a fee for the right to transfer. We also reserve the right to match any offer you are made.



# Summary

As eating out becomes less of a treat and more of a regular event, consumers are continually seeking new and interesting options. With its vibrant image and growing reputation for being both healthy and nutritious, Mexican food is already considered a 'must have' by those who recognise its huge potential for growth. Progressive, forward-thinking landlords and developers are keen not to miss out or get left behind when it comes to offering their customers the opportunity to be part of this exciting food revolution, and view Cocina as a fundamental part of their line up. Offering customers what they want – good quality, reasonably priced, great-tasting Mexican food, served quickly and consistently – is the key to Cocina's success. Providing that to a wider audience is the next step which is where you come in. This is your chance to be part of the hottest food trend around.

**CALL US TODAY TO JOIN  
THE MEXICAN REVOLUTION!**



**FOR MORE INFORMATION ON COCINA PLEASE VISIT  
WWW.COCINA.CO.UK  
OR CONTACT [MARKETING@COCINA.CO.UK](mailto:MARKETING@COCINA.CO.UK)**





Cocina is the sister brand of El Mexicana,  
for more information visit [WWW.ELMEXICANA.CO.UK](http://WWW.ELMEXICANA.CO.UK) OR [WWW.COCINA.CO.UK](http://WWW.COCINA.CO.UK)

