



# LANDLORD INFORMATION SHEET

## CONCEPT OVERVIEW

FAT BASTARD BURRITO IS A CANADIAN BASED QUICK SERVICE MEXICAN CONCEPT. USING THE FRESHEST INGREDIENTS AVAILABLE, ALL PRODUCTS ARE MADE FROM SCRATCH IN EVERY STORE. VOTED TORONTO'S BEST LATE NIGHT BURRITO, OUR STRONG BRAND PRESENCE, BUSINESS MODEL AND THE VARIETY OF FLAVOUR PROFILES OFFERED ARE THE DRIVING FORCE BEHIND THE DEMAND FOR OUR STORES AND THE GROWTH OF OUR BRAND.



## TARGET MARKETS

### PRIMARY

Serving lunch and dinner our primary market consists of students, including, high school, college and university, and working class, professional individuals and couples looking for a quick, reasonably priced hand food, filled with fresh ingredients of the customers' choosing.

### SECONDARY

Families and individuals looking for a healthy alternative to pizza, burgers and subs. If the location supports late night business, our stores have flexible hours to support the after bar crowd.

## SITE SELECTION CRITERIA

### LOCATION PREFERENCES

Far corner of major signalized intersection or adjacent to main entrance of anchored centres, convenient access to location and density of retail, office, schools and/or hospitals within 1 mile.

Acceptable venues include: Free-standing building, build out of prominent end cap in shopping centre, conversion of existing building, or in-line where appropriate in very densely populated location.

### UNIT TYPE AND SIZE

- Free-standing building, existing building , In-line building.
- Approximately 700 to 1400 sq. ft. Minimum requirement 500 sq.ft. plus basement

### LOCATION DEMOGRAPHIC PREFERENCES

- Minimum 25,000+ cars per day
- 25,000 + residential population with 10,000+ daytime population in primary trade area
- \$ 55,000 minimum median household

### OPERATIONAL REQUIREMENTS

- 200 Amp 3 Phase Electrical
- 5 Ton HVAC Unit
- Minimum 2 Inch Gas line
- Minimum 1 Inch Water Line



## CONTACT INFORMATION

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