



Dear Potential Franchisee,

The fast casual dining sector is forecasted to continue to grow and expand in the foreseeable future. As new fast casual restaurants / franchises open, industry experts predict that more existing quick and full service restaurants / franchises will convert to this successful industry model.

Our goal through franchising is to expand our customer base by partnering with motivated individuals who share our vision and desire to capitalize on this growing industry.

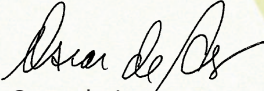
This is an exciting time for Fresh Zone Enterprises, LLC, the franchising arm of Zona Fresca, and as we continue to grow, we strive to remain as adaptable, motivated and responsive to our new franchisees as we are to our customers.

Our objective is to deliver the very best quality in everything we do. Our guest-driven mindset must continue to be integrated into every aspect of our organization. The confidence that consumers have in our brand is a result of our company's many years of attention to detail and the evolution of our concept, as well as our continuity. Consumers relate to this and feel they can trust our products and service. We provide a great place where people can gather, enjoy a high quality meal and experience Mexican food that is fresh, light and can be consumed every day.

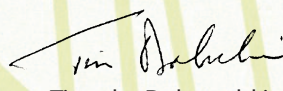
We recognize that your success adds to the building blocks necessary to reach our goals. We know that in order for us to grow the company, one that represents our vision and expectations, we must stay focused and provide clear leadership and direction. Our objective is to build as strong a team as we can, transferring our knowledge and experience to our franchisees. Growing together to reach mutual goals is a top priority in our organization.

Fresh Zone Enterprises, LLC is committed to providing you with an array of tools, resources and guidance to help you every step of the way. If you have an interest in joining our team and would like to inquire about our franchising opportunities please review the information on the following pages.

We look forward to establishing a long and profitable relationship.



Oscar de Armas
CEO



Timothy Dobravolskis
COO



Martin Diaz-Yabor
CDO

Our CORE VALUES | The Zona Fresca Difference

Zona Fresca benefits from an industry that has strong long-term prospects. We employ terrific people, operate outstanding restaurant facilities, follow a clear strategy and enjoy excellent financial strength. But we know we cannot be successful without an unmistakable sense of who we are. That's why we operate according to the Core Values that we have forged over the course of our company's history. As we continue the journey to become the best fast casual dining company, we will be guided by these values and use them to keep us on track when we are faced with unexpected opportunities or challenges.

As an organization, we value

- **Integrity and fairness.** It all starts with integrity. We trust in the integrity and fairness of each other to always do the right thing, to be open, honest and forthright with ourselves and others, to demonstrate courage, to solve without blame and to follow through on all our commitments.
- **Respect and care.** We reach out with respect and care. We have a genuine interest in the wellbeing of others. We know the importance of listening, the power of understanding and the immeasurable value of support.
- **Diversity.** Even though we have a common vision, we embrace and celebrate our individual differences. We are strengthened by a diversity of cultures, perspectives, attitudes and ideas. We honor each other's heritage and uniqueness.
- **Always learning — always teaching.** Circumstances change, and leaders must also innovate and change when necessary. We learn from others as they learn from us.
- **Being "of service."** Being of service is our pleasure. We make people feel special and appreciated by giving all of ourselves, doing more than expected, anticipating needs and making a difference.
- **Teamwork.** By trusting one another, we bring together the best in all of us and go beyond the boundaries of ordinary success.

"From its menu to its décor, no doubt about it, Zona Fresca is definitely a fresh zone in a sea of mediocre Mexican restaurants in Fort Lauderdale."
— Examiner.com

“People want fast, fresh, quality meals at a fair price point. This segment [fast casual] seems to hit that sweet spot right now.”

– QSR Magazine, May 16, 2012

- **Tradition.** From organizational values we develop organizational norms, guidelines or expectations that prescribe appropriate kinds of behavior. We are proud of it; we learn from it; we are not bound by it.
- **Excellence.** We have a passion to set and to pursue - with innovation, courage and humility – even higher standards.

What makes Zona Fresca different from the other fast casual restaurants?

- We bring fresh, fast, great tasting food to South Florida... and soon beyond South Florida.
- We merge white table cloth service and food with a great fast casual environment.
- Our tag line, "Not your everyday Mexican food... Mexican food you can eat every day," transcends into our repeat customer patronage and long-term relationships.
- The feeling you get when you walk into Zona Fresca is one that's clean, efficient, comfortable and fun.
- We have created a menu based on the bold, simple flavors of Mexico and lightened it up to give it a healthy twist.
- Since our food is made fresh every day and cooked to order using all natural ingredients, our concept will remain viable for years to come.



Steps to JOINING the ZONA FRESCA FAMILY

We would like to learn a little bit about you, your experiences and your plans for owning a Zona Fresca restaurant. To start, please visit our website and complete the Zona Fresca Franchising Opportunity Form - <http://www.zonafresca.com/qualify.php>.

Get Acquainted Call

After you have filled out the Franchising Opportunity Form, a Zona Fresca representative will schedule a "Get Acquainted" telephone call. **Based on our conversation** – we mutually will determine if we would like to speak again so that we may provide you with additional information, including A) the concept difference for Zona Fresca, B) store operations, location, demographics, and C) leasing build-out and start-up costs.

Concept Compatibility Call

Following the initial phone call, we will schedule a concept compatibility call. This call will begin with a courtesy invitation for your spouse or supportive decision maker. During this 1-hour call, we will focus on the Zona Fresca core values and vision. **Based on our conversation** – we will determine if our core values align. If so, we will ask you to fill out a Request for Consideration application.

Request for Consideration

Upon receipt of your completed application, our executive team will review the application and if acceptable, award you the opportunity to continue through our process.

*"In keeping with the restaurant's fresh-and-light philosophy, the guacamole tasted as though it had just been made."
– South Florida Sun Sentinel*

Mutual Expectation Call

During this 1-hour teleconference call, our team will collaborate to deliver a complete overview of all marketing, training and support programs. Depending on the level of business expertise, some candidates will be scheduled to attend a start-up workshop conference call.

Start-Up Workshop Call

This 1-hour teleconference call is an opportunity for you to discuss the start-up process and how to open safely and creatively under budget with four key objectives:

- How to find the least expensive money
- How to utilize the money that will yield the very best tax advantages
- How to minimize your personal collateral to open your business
- How to protect your working capital

In this workshop, our CEO will guide candidates through the initial franchise fee, how the landlord contributes to the build-out allowance and free rent, and discuss how to lease furniture, fixtures and equipment.

Four to 15 days prior to attending Discovery Day, we will mail or email the Franchise Disclosure Document.

Discovery Day

After completing the Mutual Expectation call or Start-Up Workshop call, our candidate will be invited to attend a regional certified Discovery Day.

“While it would be virtually impossible to start and build up a new quick-service or casual-dining chain, the door is wide open in fast casual.”

– QSR Magazine, October 2010

Checks

Credit and background checks

Closing

Agreement execution

Site Selection

Begin Track-to-Open with our Chief Development Officer
Real estate site selection, leasing, and site contract completion

Construction

Construct restaurant

Marketing

Begin Marketing/PR Plan

Training

Begin staff training at a Zona Fresca restaurant with our Chief Operations Officer and staff

Grand Opening

Great day!!!

Track-to-Profit

Begin weekly mentoring with our CEO, COO and CDO



PRESS & PUBLICITY



Trio's fresh idea grows
 Zona Fresca partners combine bold set of skills
 By Cindy Remy
 Pair up an architect, a chef and a restaurateur, and you have the ingredients for a successful business. That's what happened when Oscar de Armas, Tim Dobrowski and Martin Diaz teamed up to open Zona Fresca in Pompano Beach.



Pompano Beach now in the Zona Fresca
 Linda Huthorn
 Three amigos craving this style fish tacos opened their first Zona Fresca ("fish over") in Fort Lauderdale a decade ago. They followed with locations in Pompano Beach and recently opened in Pompano Beach.



Mexican, Irish, N.Y. deli choices 'hit scene'



RECIPE: ZONA FRESCA'S CHOPPED MOPALES SALAD WITH AVOCADO
 Ingredients:
 Serves 2-4
 1 large nopales cactus paddle
 1 ripe Hass avocado (diced)
 1/2 cucumber (peeled and diced)
 1 large, ripe tomato (diced)
 1/2 Spanish onion (diced)
 1/2 head romaine lettuce (diced)
 1 tablespoon white vinegar
 3 tablespoons olive oil
 Pinch of oregano
 Chopped garlic to taste
 Salt and pepper for seasoning



Zona Fresca was featured on NBC's morning show
 Air date:
 February 1, 2012
 during the 11 a.m. news hour



Zona Fresca was featured on CBS for a "Cheap Eats" segment
 Air date:
 May 9, 2012
 during the 5 p.m. news hour



CREATING A BUZZ...

AND BUILDING COMMUNITY



introducing Pierson Grant Public Relations

Keeping your restaurant “fresh” in the minds of ever-increasing numbers of customers is what great marketing and public relations is all about.

Pierson Grant Public Relations is the official agency-of-record for Zona Fresca. Ranked among the top 25 independent public relations firms in the nation serving the restaurant industry by O’Dwyer’s PR Report, the firm’s founders have provided award-winning public relations and marketing services to national and regional restaurant companies since the 1980s. The agency’s team of talented professionals has extensive experience working with franchisors and franchisees, helping restaurants reach their target markets and build their business.

The agency will help you create an organized marketing plan to keep your promotional strategies on track and then assist you with creative ideas and expert implementation. Your marketing plan will include a publicity calendar for garnering coverage in local media, lists of reporters to contact in your market, recommendations for special events such as newsworthy grand openings and community relations designed to create visibility and customer loyalty.

When it comes to creating a buzz and building community for your restaurant in social media, Pierson Grant’s High Impact Digital Division can help you with best practices for using Facebook, Twitter, YouTube, Foursquare, Instagram and other social media platforms. The agency’s talented graphic designer creates beautiful marketing materials that support Zona Fresca’s brand standards. These materials may include advertisements, signage, post cards and other tools to keep your customers excited about what’s going on at Zona Fresca.

To find out more about Pierson Grant Public Relations, please visit the company’s website at piersongrant.com.

